



## OFFICIAL RULES

**CONTEST NAME** Michelob Ultra x FIFA 2026 (the “**Contest**”)

**DATE** April 23<sup>rd</sup>, 2026

1. **ORGANIZER.** The contest is held by Metro Richelieu inc. (individually and collectively the “**Organizer**” or “**Contest Organizer**”). Labatt Brewing Company Limited acts as the “**Prize Supplier**”. Fédération Internationale de Football Association, FWC2026 US, Inc., and FWC26 Canada Football Ltd. are collectively referred to as the “**FIFA Entities**” in these Official Rules.

The Prize Supplier, the FIFA Entities and each of their direct and indirect subsidiaries, owners, shareholders, officers, directors, agents, representatives shall have no liability or responsibility for any claim arising in connection with the administration of the Contest. All questions related to the Contest shall be directed to Organizer.

2. **CONTEST PERIOD.** The Contest will run during the following period (“**Contest Period**”)

Contest Start

Date: April 23<sup>rd</sup>, 2026

Time: 08:01 a.m. (Eastern Time)

Contest End

Date: May 20<sup>th</sup>, 2026

Time: At Participating Stores’ closing time

### 3. ELIGIBILITY

The Contest is open to residents of Québec who are of the age of 21 years old at the time of entry and a MOI Rewards program member.

The following are excluded:

- a. directors, officers, executives, employees, agents and representatives of the Contest Organizer or the Prize Supplier, the FIFA Entities or their respective parent company, or any company, trust or other legal entity controlled by or affiliated with them, of Facebook if Contest is run on Facebook, of participating stores, advertising and promotional agencies, suppliers of prizes, goods and services related to this Contest, as well as the individuals with whom they reside (whether related or not).
- b. Not be a member, an officer or an employee of, or acting in an official capacity on behalf of, (i) any local, regional, national or other governmental entity, department or agency; (ii) any judicial body, legislative body, government-owned or -controlled entity, including both commercial and non-commercial organizations, public international trade organization; (iii) the royal family; and/or (iv) political parties, including officials of political parties, or candidates for public office;
- c. Not be a member of the immediate family (parent, spouse, sibling, child) of, or domiciled with, any of the foregoing persons;

- d. Meet all necessary conditions outlined in the Prize Supplier compliance screening process and the FIFA Entities' compliance screening process; and
- e. Have access to internet, a valid email address and a mobile device or computer to complete all required forms and screening processes and accept tickets associated with any prize.

#### 4. NO-PURCHASE-REQUIRED ENTRY

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

The Contest will run in 110 participating stores in Quebec (the “**Participating Stores**”).

**MOI member** — To enter, you have to be a MOI program member. If you are not a member, you can sign up at <https://www.programmemoi.ca/en>, on superc.ca or in a Super C store. Simply fill in the registration form, entering your first and last names, full address, phone number(s), birth date and email address. If you sign up online, choose a username and password. If you are already a MOI member, make sure that the information you provided in joining the MOI program is up to date, and consent to having it used for this Contest.

**Entry** — Purchase one (1) Michelob Ultra Participating Product included in the list set in Annex A of these regulations (the “**Participating Product**”) in a Participating Store, presenting your MOI Rewards card at the time of purchase. You will be automatically entered in the contest.

If you are a member but do not have your MOI card with you, please go to the service counter to have your receipt stamped before leaving the store. Then, return to the service counter at the same store with your receipt and your MOI card to request an adjustment to your points balance and receive your reward. Only receipts that have been stamped in this manner will be accepted.

**No-purchase entry.** To participate without purchase, hand-write a legible and original letter of at least 50 words explaining why you like the contest, including your full name, full address including postal code, phone number, and e-mail address, Moi Rewards member's number and mail the letter with sufficient postage to: Customer Care, 11011 Maurice-Duplessis, Montreal, Quebec, H1C 1V3, so that it is received at least ten (10) days before the end of the Contest. Your letter will be validated by a representative of the Organizer and an entry form will be mailed to you.

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

- One (1) entry per person per day, whether entry is with purchase or without
- One (1) entry per MOI card per day and per purchase
- One (1) prize per person per household.

#### 5. PRIZES

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

| Description (with inclusions and special conditions)  | Number of prizes | Approximate value of each prize |
|---|------------------|---------------------------------|
| One (1) trip for the winner and a guest to a 2026 FIFA World Cup™ quarterfinal match in Los Angeles on July 10, 2026 (subject to availability and Prize Supplier discretion) (the “ <b>Match</b> ”) that includes two (2) | One (1)          | \$9,500                         |

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| <p>general admission tickets to attend the Match (seat location selected by Prize Supplier), return economy airfare for two (2) people from Canadian airport closest to Contest winner's home and Los Angeles, two (2) nights' hotel accommodation in Los Angeles (based on double occupancy at hotel selected by Prize Supplier), and CA\$250 spending money allowance (payable to winner only in form of pre-paid credit card or interac e-transfer, subject to Prize Supplier discretion and taxes on included services (the "Prize").<sup>7</sup> Approximate retail value: CA\$9,500</p> <p>Dates of travel to occur between July 8<sup>th</sup> and 12<sup>th</sup>, 2026 subject to event schedule and Prize Supplier discretion), and winner and guest must be available to travel at any time on those dates. Travel documentation, insurance, taxes, gratuities, additional transportation, food and beverage, medical vaccinations and all other personal charges and expenses not specifically included in the above description are the sole responsibility of winner and guest. Winner must hold a valid credit card for check-in, incidentals and security deposits as required by hotel at time of travel. The Prize Supplier is not liable if travel is impeded or refused by reason or decisions of any governmental authority (foreign or domestic), or other airline or airport authorities. Regional travel restrictions may apply. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or</p> |  |  |
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| <p>identification purposes if requested. The Prize Supplier is not liable if entry to the venue is refused by reason or decisions of any governmental authorities (federal or provincial) or regional health authorities. Prize Supplier reserves the right to revoke the full or partial Prize from winner and/or winner's guest who it or venue personnel deem may, in its sole discretion, be intoxicated, be a safety and/or health risk, have violated any venue policy or law, or may bring Prize Supplier into disrepute. Contest winner and guest may need to access tickets with mobile entry only (paperless) based on selected venue rules. The Prize Supplier is not liable if the event associated with the Prize is cancelled for any reason. Additional ticket Terms and Conditions apply, see Ticket Regulations section below.</p> <p>Prize must be accepted as awarded. Prize is not resaleable, transferable or redeemable for cash. No prize substitutions, except by the Prize Supplier, who reserves the right to substitute the Prize or any portion thereof with a prize of equal or greater value. All decisions of the Prize Supplier relating to the Prize are final and are not subject to appeal. The Prize Supplier is not responsible for the Prize once it has been redeemed/shipped.</p> <p>The Prize Supplier makes no representations or warranties of any kind regarding the appearance, safety or performance of the Prize.</p> |  |  |
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**Odds of winning and number of prizes**

| Description of each prize  | Odds of winning by prize   |
|--|--|
| One (1) trip for the winner and a guest to a 2026 FIFA World Cup™ quarterfinal match in Los Angeles on July 10, 2026, including: tickets to the match, round-trip airfare, two (2) nights' hotel accommodation, and CA\$250 in spending money, with a total approximate value of CA\$9,500 | Depend on the number of eligible entries received during the Contest Period. |

**Manufacturer's warranty only.** No warranty other than the prize manufacturer or supplier's shall be applicable. The Organizer's bears no liability relating to the prize once it is delivered.

**Conditions applicable to Super C gift cards and other prizes.** The Prize is subject to the prize supplier's terms and conditions of use.

**Travel package.** If a vacation package or stay is included among the prizes listed in the table above, the following conditions apply:

- Accommodation is based on double occupancy, standard category.
- Any fees and expenses other than those specifically stated as included in the prize are not included and will be the responsibility of the winner and their guest(s), including, without limitation, transportation costs between the winner's residence and the destination to and from the stay, meals, beverages and refreshments not expressly included, personal insurance including travel insurance, taxes and service charges, gratuities, long-distance charges, telephone, internet, movie rental fees, alcoholic beverages, spa stays and aesthetic, health and beauty treatments, room, service or meal upgrades, personal expenses, vaccination costs, and the costs of obtaining travel documents, passports, and credit cards.
- The Organizer is not responsible for meeting the needs of persons with disabilities or reduced mobility or for providing them with special services, such as accessible facilities and wheelchairs; however, the Organizer values accommodating the needs of such persons and, if notified within a reasonable time, will make its best effort to accommodate them.
- It is the responsibility of the winner and their guest(s) to obtain appropriate travel insurance at their own expense; the Organizer shall not be responsible for any medical expenses.
- The retail value of the stay may vary depending on the departure date. The winner will not be entitled to the difference between the retail value and the actual cost of the stay.
- The winner and their guest(s) must comply at all times with all applicable rules, policies, terms of use, and requirements of the hotel, service providers, destination venue, and, where applicable, the airline. Any failure to comply with these rules may result in denial of service or cancellation of all or part of the prize, without any liability on the part of the Organizer.
- The prize does not qualify for points under any loyalty program.
- The winner and their guest(s) must hold a valid credit card to cover incidental expenses.
- Arrangements related to the stay must be made by the winner within the time limits prescribed by the Organizer and the supplier. The stay must be taken on the dates determined by the Organizer and the supplier. Stay dates are subject to availability at the time of booking. Certain periods may be excluded, including, without limitation, the holiday season, New Year's, spring

break, Easter, and any peak travel periods. No changes will be accepted once arrangements have been made, whether regarding the names of the travelers, the dates of the stay, or any other aspect of the stay.

- The winner and their guest(s) must be able to travel to the destination, including holding a valid passport, not being subject to any physical or medical restriction or any legal or other impediment preventing them from traveling, and must meet all requirements of the destination, including minimum legal age requirements.
- The prize is non-exchangeable, non-redeemable for cash, non-transferable, and subject to the supplier's conditions.
- If any portion of the prize is not used, no compensation will be provided.
- If the winner or their guest(s) are unavailable to take the trip at the appropriate time and in accordance with the terms set out herein, no compensation will be provided.
- The Organizer shall not be responsible if weather conditions, event cancellations, labour disputes, or other factors beyond the reasonable control of the Organizer prevent the prize from being fully awarded or enjoyed. In such a case, the winner will not be entitled to a substitute prize or cash equivalent.
- The Organizer shall not be responsible for any claims, losses, damages, costs, or expenses arising from any accident, injury, or death.
- The winner and each guest must have signed the Declaration and Release of Liability Form.

**TICKET REGULATIONS:** Ticket type and seat location will be determined by Prize Supplier in its sole discretion. Winners and/or their guests of any Match ("**Attendees**") must be of legal drinking age. Prize winner and guest agree to comply with the FIFA Ticket Terms of Use ("**Terms of Use**") applicable to their ticket(s) to the FWC26. The Terms of Use and any other ticket terms and conditions are available (or will be made available) on FIFA.com/tickets. Tickets are not intended for use by anyone other than winners and guests including but not limited to provision to another via re-sale, exchange or barter. Any such re-sale, exchange, barter, or other commercial or promotional use of the tickets may result in disqualification and prize forfeiture and may invalidate the licence granted thereunder. The terms and conditions of tickets awarded will govern in the event the Match cannot be held as scheduled for any reason including inclement weather. In accordance with the Terms of Use, the FIFA Entities reserve the right to cancel any ticket(s) if the FIFA Entities determine that Contest winner or guest have failed to comply with the terms and conditions applicable to tickets. Venue restrictions and rules shall also apply, including those set out in the FWC26 Stadium Code of Conduct ("**Stadium Code of Conduct**") (also available on FIFA.com/tickets). You and your guest(s) are expected to respect other guests and staff at the event and refrain from using foul or offensive language, obscene gestures, or behavior that is unruly, disruptive, threatening or violent in nature. In this respect, the rules governing FWC26 stadium safety, security and conduct, set out in the Stadium Code of Conduct, the Terms of Use and all other applicable terms and conditions available on fifa.com/tickets are deemed to be incorporated into these Terms and Conditions. The FIFA Entities reserve the right to cancel any ticket to the event, deny entry to, or remove, any attendee from the venue if attendee engages in such behavior. Attendees shall be required to register and download the official FWC26 tournament mobile application in order to receive the Prize.

## 6. DRAW

Date: May 21<sup>st</sup>, 2026  
Place: 11011 Maurice-Duplessis, Montreal Qc. H1C 1V6

Draw details: Random draw of one (1) entry from among all eligible entries received during the Contest Period

## 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, within five (5) days of the draw. Any selected entrant that the Organizer, having taken appropriate and reasonable measures, has not been able to reach within that time shall be disqualified, and there will be a new draw to award the prize. A selected entrant reached by email must reply according to the instructions therein, if any. Any prize notification email with an "undeliverable message" shall result in the entrant's disqualification and the selection of a new entrant;
- b) sign the Declaration and Release Form sent by the Organizer releasing the Contest Organizer, Prize Supplier, the FIFA Entities and each of their respective affiliates, parent companies, subsidiaries, professional advisors, Provincial Liquor Authorities and advertising and promotional agencies, and each of their directors, officers, employees, representatives and agents from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, including, without limitation, liability arising from the acceptance of and usage of a Prize as awarded, the administration of the Contest and the selection of a potential winner and return it to the Organizer within 3 days of receipt;
- c) answer a mathematical skill-testing question correctly, without assistance or mechanical aid;
- d) provide photo ID, upon request and in a timely fashion;
- e) Complete the Prize Supplier's compliance screening process (as applicable);
- f) Complete the FIFA Entities' compliance screening process to the satisfaction of the FIFA Entities (as applicable);
- g) Complete the FIFA World Cup 2026™ Attestation, including reviewing agreeing to the Guest Event Compliance Guide, FIFA World Cup Ticket Terms of Use and all policies referenced therein; and claim his/her prize within a maximum period of fourteen (14) days following the end of the Contest, by 5:00 p.m., at the Organizer's offices, 11 011 Maurice-Duplessis, Montréal, QC H1C 1V6.

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 a prize.** A selected entrant's refusal 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 given 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) of similar nature and equal value or, at its sole discretion, the cash value of the prize (or part of the prize) 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, their 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 that access to or use of the Contest Web site or "superc" Facebook page on the Facebook platform will be uninterrupted during the Contest Period or error-free.

**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 purpose of the Contest Rules, the entrant is the person whose name appears on the entry form, and the prize will be awarded to this person if he/she is selected and declared a winner. In the event of a dispute regarding the identity of the person who submitted an entry form, it will be deemed to have been submitted by the authorized account holder associated with the email address provided at the time of submission. "Authorized account holder" is defined as the natural person to whom an email address is assigned by an Internet or online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

**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.

**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 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.

**Contest Rules.** The Contest Rules are available at “ <https://www.superc.ca/en>” website and at Participating Stores.

## **Annexe A**

### **Participating Products**

| Description Produit  |          | Code UPC     |
|----------------------|----------|--------------|
| Mich.bièrè can.ultra | 30x355ml | 062067380952 |
| Mich.bièrè can.ultra | 24x355ml | 062067547874 |
| Mich.bièrè can.ultra | 18x355ml | 062067547591 |
| Mich.bièrè can.ultra | 12x355ml | 062067547478 |
| Michelob ultra zero  | 12x355ml | 062067427145 |