

Disponible en français sur demande.

The flavours of the souks in your kitchen contest RULES & REGULATIONS

This contest is open to residents of Quebec only and is Governed by Quebec laws and the laws of Canada applicable therein.

1. KEY DATES:

The Flavours of the souks in your kitchen contest (the "**Contest**") is brought to you by Al'Fez Canada, a brand represented nationally by AB World Foods Ltd. (the "**Sponsor**"). It begins on April 11, 2022 at 12:00 a.m. Eastern Time ("**ET**") and ends on June 24, 2022 at 11:59 p.m. ET (the "**Contest Period**").

2. ELIGIBILITY:

The Contest is open only to residents of the province of Quebec who have reached the age of eighteen (18) at the time of entry: except employees, representatives, agents, officers or directors (and those with whom such persons are living, whether related or not) of the Sponsor, its subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfilment of the Contest (collectively with the Sponsors, the "**Contest Parties**"). An individual who is eligible in accordance with these Rules will be referred to as an "**Eligible Entrant**".

3. AGREEMENT TO BE LEGALLY BOUND BY THE RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Rules and Regulations (the "**Rules**").

4. HOW TO PARTICIPATE:

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IN ANY WAY WHATSOEVER INCREASE OR OTHERWISE IMPACT YOUR CHANCES OR WINNING IN THIS CONTEST.

There are two ways to participate:

4.1. VOTE TO WIN \$1000 grocery card

During the Contest Period, you can enter the "**Vote to Win**" draw by voting for your favourite Al'Fez recipe on www.alfez.ca/contest by following the on-screen instructions and then filling out your personal information on the entry ballot. Each ballot filled by an Eligible Participant during the Contest Period will count as one Contest entry (an "**Eligible Entry**"). Limit of one Eligible Entry per Eligible Participant for the Vote to Win draw. Receipt of an online entry occurs when Sponsor's server records the entry information. All entries must be complete and are subject to verification by the Sponsors, in its sole discretion.

Eligible Participants must participate using a single email address. Any attempt or suspected attempt to use multiple accounts will be considered ineligible and disqualified from the

Contest. Automated and/or repetitive electronic submissions (including but not limited to entries made using any script, macro, bot, contest service or otherwise illicit means) will be automatically disqualified and transmissions from these may be blocked by Sponsor. Eligible Entries that are late, lost, stolen, illegible, contain false information or incomplete, altered or otherwise irregular or that do not conform with or satisfy any or all of the conditions of the Contest Rules are void.

If the identity of an entrant in the Vote to Win element of the Contest is disputed, the authorized account holder of the e-mail address associated with the Eligible Entry will be deemed to be the entrant. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry.

4.2. COOK TO WIN \$1,500 CAD IN CASH + YOUR RECIPE FEATURED IN XYZ MAGAZINE:

Online access and an Instagram account is required in order to participate in the "Cook to Win" element of the Contest. To enter the "Cook to Win" element of the Contest, Eligible Entrants must either prepare one of the four dishes created by our campaign experts featured on the campaign website at www.alfez.ca/contest OR create an original recipe of their own using at least one Al'Fez product. Participants will then need to take a photo or video of their dish and post it on Instagram during the Contest Period using the hashtag #Alfezcontest and tag the brand @alfezcanada. The photo or video must be posted with public settings through the Eligible Entrant's Instagram account.

Each photo and video shared via a public post from an Eligible Entrant's single account during the Contest Period will count as an Eligible Entry. Eligible Entrants who fail to properly include or spell the hashtag accurately will not qualify their post as an Eligible Entry. Photos or videos can only be used once. Duplicate entries, or near duplicate entries, will result in disqualification from the Contest, in the Sponsor's sole discretion. Multiple posts of the same photo or video will not be accepted but Eligible Entrants can enter the "Cook to Win" element of the Contest as many times as they wish with different recipes!

Automated posts sent via a bot will be disqualified. Automated and/or repetitive electronic submissions (including but not limited to entries made using any script, macro, bot or Contest service) will be automatically disqualified and transmissions from these or related accounts may be blocked. Entrants acknowledge the non-responsibility of Meta Platforms, Inc., its officers, directors, employees and agents with regards to all aspects of the Contest. This Contest is in no way Sponsored, endorsed or administered by, or associated with Meta Platforms, Inc. Entrants understand that all Contest information is provided to the Sponsor and not to Meta Platforms, Inc.

If the identity of an entrant in the Cook to Win element of the Contest is disputed, the authorized account holder of the social media account used to submit the Eligible Entry will be deemed to be the entrant. All entries must be submitted from a valid Instagram account that may be identified by a name search.

You must be the sole owner of the recipe and the video/photo (collectively the "**Material**") which you submit in connection with the Contest, and you hereby represent and warrant that the posting and use of your Material does not violate, misappropriate, or infringe on the rights of any third party, including, without limitation, privacy rights, publicity rights, copyrights, trademark and/or other intellectual property rights.

By submitting the Material on Instagram, entrants agree to allow the Sponsor to share the Material on the Sponsor's social media accounts and/or campaign website, and the ability of tagging the entrant's social account, without the need for prior approval.

Entry Materials must not: (a) contain defamatory words/statements (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group); (b) threaten any person, place, business, or group; (c) disparage persons or organizations associated with the Sponsors; (d) invade privacy or other rights of any person, firm, or entity; (e) contain/reference (as applicable) material that is in any way unlawful, in violation of or contrary to all applicable federal, provincial or municipal laws and regulations where the submission is created; (f) contain/reference (as applicable) material that is inappropriate, indecent (including but not limited to nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous; and (g) contain/reference (as applicable) any persons or organizations without their prior express written permission (or in the case of a minor, the express written permission of their parent/legal guardian) (collectively the "Submission Conditions").

Entry Materials must be created in a safe and lawful manner. The Sponsor reserves the right, in its sole discretion, to (a) revise submission Materials, or request the entrants to revise and resubmit the submission Materials in order to make such submission Materials compliant with these Submission Conditions, (b) remove any submission Materials which are deemed inappropriate according to the Sponsor; and (c) disqualify any individual who is found: (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; or (iii) to be acting in an un-sportsmanlike or disruptive manner; (iv) to be in violation of any of the Submission Conditions specified above; or (v) to be engaging in any other offensive conduct that jeopardizes the integrity and/or administration of the Contest, which shall be determined at the Sponsor's sole discretion.

5. PRIZES:

There is a total of one (1) Vote to Win prize and one (1) Cook to Win prize to be won.

The Vote to Win prize consists of one (1) \$1000 grocery gift card from the winner's favourite grocer. The prize must be accepted as awarded and is not transferable or convertible to cash. The gift card is subject to the terms and conditions of its issuer.

The Cook to Win prize consists of a bundle of Al'Fez products, \$1500 CAD in cash (payable by cheque) as well as your recipe, name, photo and Instagram handle featured on a third of page in Vero magazine, a Quebec publication with more than 363,000 copies. The approximate retail value of this prize is over \$3200.

There is a limit of one (1) prize per household.

Prizes are non-transferable, non-saleable and (with the exclusion of the cheque) cannot be converted to cash unless otherwise stated. In the event that a Contest winner is unable to redeem any or all of the Prize components, no compensation or substitute prize will be provided. Further prize restrictions are set out below.

6. WINNER SELECTION:

For the Vote to Win Prize: Sponsor will select in a random drawing the potential prize winner amongst all Eligible Entries received for the Vote to Win element during the Contest Period, on Monday, June 27, 2022 at noon (EST) in Hamilton, Ontario. The Sponsor will attempt to contact

the potential winner by email. If the selected entrant cannot be reached within three (3) business days after the date of the draw or after two (2) attempts to contact, whichever comes first, the selected entrant will have been deemed to forfeit his/her prize and the Sponsor shall have the right to choose another entrant from the remaining Eligible Entries. The odds of winning the Vote to Win prize will depend on the total number of Vote to Win Eligible Entries received during the Contest Period.

For the Cook to Win Prize: After the end of the Contest Period, the Sponsor will judge all of the Eligible Entries received for the Cook to Win prize based on the following criteria weighted equally: **ease of preparation, taste and the aesthetic of the image/video shared.** The Eligible Entrant with the highest score will be deemed the potential winner. If there is a tie, a random draw will be conducted from amongst all tying Eligible Entries to select the potential winner. The Sponsor will attempt to contact the potential winner by direct message to the participating Instagram account. If the selected entrant cannot be reached within three (3) business days after the date of the draw or after two (2) attempts to contact, whichever comes first, the selected entrant will have been deemed to forfeit his/her prize and the Sponsor shall have the right to choose another entrant from the remaining Eligible Entries. This process shall continue until the Prize has been successfully awarded. The Sponsor will work with the winner to get their recipe and photo published in XYZ magazine.

The odds of winning will depend on the total number of eligible entries received during the Contest Period.

7. PRIZE WINNER CONFIRMATION PROCESS:

Before being confirmed as winner, each potential winner will be required to:

- (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administrated online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and
- (b) sign and return with seven (7) business days of notification the Sponsor's declaration and release form, which (among other things) includes:
 - (i) confirmation of compliance with these Rules;
 - (ii) acknowledgement of acceptance of the Prize(s) (as awarded);
 - (iii) full contact information, including full name, address, telephone and email address;
 - (iv) agrees to the publication, reproduction and/or other use of his/her name, city, voice, statements about the Contest, and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet;
 - (v) release, discharge and hold harmless the Contest Parties and each of their respective directors, officers, employees, shareholders, successors, assignees (the "**Released Parties**") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the prize or any portion thereof;
 - (v) release to indemnify the Released Parties against any loss, damage or expense, including legal fees, that any of the Released Parties may suffer or incur as a result of any non-compliance by entrants with any of the Contest Rules or participation in the Contest and/or in connection with the acceptance and/or exercise by an entrant of a prize, and the use of Materials by the Sponsors.

If a selected winner: (a) fails to correctly answer the skill-testing question; (b) fails to properly execute and return Contest documents within the specified time; (c) cannot accept (or is

unwilling to accept) the applicable Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in their sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the applicable Prize).

Any Prize(s) that are not or cannot be awarded in accordance with these Rules will be null and void and will not be awarded.

8. GENERAL CONDITIONS:

The Sponsor shall not be liable for lost, late, incomplete, misdirected, not received or illegible entries. By entering this Contest, Entrants accept and agree to be bound by these Contest Rules and the decisions of the Sponsor and independent judging organization, if any, are final, binding and conclusive on all matters relating to this Contest. All entries become the property of the Sponsor, none will be returned, and no correspondence will be entered into except with selected Entrants who will be notified by e-mail or via direct message on Instagram. The Sponsor reserve the right to disqualify any Entrants who fail to follow these Contest Rules or who makes any misrepresentation relating to the Contest, drawing and redemption of the Prizes.

Sponsor are not responsible for:

- (i) incorrect or inaccurate entry information that may affect a person's ability to participate in the Contest or be awarded a Prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries that fail to fully comply with these Contest Rules;
- (ii) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software;
- (iii) lost, incomplete, delayed, mutilated or misdirected entries or Winner Releases;
- (iv) injury or damage to entrants' computers or to any other individual's computer or other mobile devices related to or resulting from participating in, or downloading any material regarding the Contest or accepting a Prize;
- (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any Prize, including any related travel and the use of entries by Sponsor;
- (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third-party computer hackers or otherwise; or
- (vii) late, lost, misdirected or unsuccessful efforts to notify a potential winner.

Sponsor further assume no responsibility for computer system, hardware, software or program malfunctions or other errors/failures of any kind, delayed computer transmissions, network connections, or damages to participants' computers arising out of participation in this Contest. Sponsor is not responsible for any technical or human errors that may occur in the processing of the entries.

The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an entry or information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will

be the official time-keeping device(s) used by the Sponsor. Proof of transmission (screenshots or captures etc.) or attempted transmission of any communication, does not constitute proof of delivery or receipt by the Sponsor.

The Sponsor reserve the right, at their sole discretion, subject to the approval of the Régie des alcools, des course et des jeux, to cancel or suspend this Contest, or adjust any times or dates set out in these Rules, to the extent necessary, in the case of technical problems, a virus, bug or any other occurrence beyond the reasonable control of Sponsor that may corrupt or affect the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are illegible, incomplete, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way.

In the event of any discrepancy or inconsistency between these Contest Rules and any other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

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

9. RULE AMENDMENTS:

The Sponsor reserve the right, in their sole discretion, subject to the approval of the Régie des alcools, des course et des jeux, to amend or modify these Contest Rules, or modify, cancel or suspend this Contest, without prior notice for any reason whatsoever, including without limitation in the event that any cause beyond the reasonable control of the Sponsor corrupts, or threatens to corrupt, the security or proper administration of the Contest. Sponsor further reserve the right, subject to the approval of the Régie des alcools, des course et des jeux, to withdraw the transmission of this Contest at any time and award prizes based upon entries received prior to date of the withdrawal.

10. PRIZE CONDITIONS:

Each Prize must be accepted as awarded and is not transferable or assignable (except as may be specifically permitted by the Sponsor in its sole and absolute discretion). No substitutions are permitted, except at the Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Prize or a component thereof with a prize of equal or greater retail value. None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either Sponsor or any of the other Released Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Prize each confirmed winner agrees to waive all recourse against the Sponsor and all the other Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

11. PRIVACY:

By entering this Contest, each participant expressly consents to the Sponsor and its agents storing, sharing and using his/her personal information for the purposes of administering the Contest and as set out herein.

Sponsor will not sell, share or otherwise disclose personal information of entrants with third parties or agents, other than to third parties or agents engaged by Sponsor to fulfill the Contest or as permitted or required by the applicable laws.

If the entrant checks the applicable box on the entry form for this Contest, the entrant opts in to receive communications, including emails, from Sponsor about it and its products, services, events, news, updates, offers, promotions, customized ads and more. The entrant may withdraw consent at any time by unsubscribing from communications received. The Sponsor's privacy policy is available here: <https://alfez.ca/privacy-policy/>

12. GOVERNING LAW:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules shall be governed by and construed and interpreted in accordance with the laws of the Province of Ontario and the federal laws of Canada as applicable therein. Notwithstanding the foregoing, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux in Quebec for a ruling. Any litigation respecting the awarding of the prize may be submitted to the board only for the purpose of helping the parties reach a settlement.