

KFC Seasoned Pass Giveaway

CONTEST

OFFICIAL CONTEST RULES

Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

1. Key Dates: KFC Seasoned Pass Giveaway (the “Contest”) begins on Tuesday, September 9, 2025 at 12:00 PM eastern time (“ET”) and ends on Tuesday October 7, 2025 at 12:00 PM ET (the “Contest Period”). By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Contest Rules (the “Rules”).

2. Eligibility: To enter and to be eligible to win, entrants must be a legal resident of Canada and must have reached the legal age of majority in the province or territory in which he/she resides. Despite the foregoing, employees, representatives or agents (and those with whom such persons are living, whether related or not) of Kentucky Fried Chicken Company Canada (the “Contest Sponsor”), its parent organization, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other entity involved in the development, production, administration, or fulfillment of the Contest (collectively, the “Contest Parties”) are ineligible to enter or win.

3. How to Enter: NO PURCHASE NECESSARY. Eligible entrants may enter the Contest by completing either method of entry below during the Contest Period:

- (i) Online Order Entry - open, or download the KFC Canada app (the “App”), and: (a) upon visiting or opening the App, sign-in to or sign-up for your KFC account (an “Account”) (you must be or become a registered KFC App user with an Account to enter the Contest via this method of entry); (b) redeem the “KFC Seasoned Pass” contest coupon through the “Offers” page, and (c) place an order of a minimum of \$1.00 CAD. When all required steps of the entry process are complete during the Contest Period (as determined by the Contest Sponsor in its sole and absolute discretion), you will automatically be eligible to earn one (1) entry (an “Order Entry”) in the Contest.

OR,

- (ii) No-Purchase Entry – to enter the Contest without making purchase, print your first name, last name, telephone number, complete mailing address (including postal code), valid email address, age and signature on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a 50 word or more unique and original handwritten essay on *Why You Want to Enter the Contest* to: KFC Canada Seasoned Pass Giveaway, 191 Creditview Rd, SUITE 100, Vaughan, ON L4L 9T1 (collectively, a “Mail-in Request”). Upon receipt of your eligible Mail-in Request in accordance with these Rules (as determined by the Contest Sponsor in its sole and absolute discretion), you will receive one (1) entry (a “Mail-in Entry”) in the Contest. To be eligible, your Mail-in Request must: (a) be received separately in an envelope bearing sufficient Canadian postage (i.e. multiple Mail-in Requests in the same envelope will be void); and (b) be post-marked during the Contest Period and received by October 7, 2025. The Contest Sponsor takes no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Mail-in Requests. Limit of one (1) Mail-in Entry per Mail-in Request.

To be eligible, your Order Entry or Mail-in Entry (each, an “Entry”), as applicable, must be submitted and received in accordance with these Rules. All eligible Entries submitted and received in accordance with these Rules will be entered for the chance to win a Prize (defined below).

5. Entry Limits and Conditions: There is a limit of one (1) Entry per person. If it is discovered by the Contest Sponsor (using any evidence or other information made available to or otherwise discovered by the Contest Sponsor) that any person has attempted to: (i) exceed any of the limits stated in these Rules; and/or (ii) use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Contest Sponsor’s interpretation of the letter and spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then he/she

may be disqualified from the Contest in the sole and absolute discretion of the Contest Sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Contest Sponsor) it is not fully completed with all required information and submitted and received in accordance with these Rules during the Contest Period. The Released Parties (defined below) are not responsible and accept no liability whatsoever in relation to late, lost, misdirected, delayed, incomplete, illegible or incompatible Entries (all of which are void), Requests, and/or any other Contest-related information (collectively, "Contest-related Information"). All entrants and Contest-related Information are subject to verification at any time and for any reason. The Contest Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest 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 any Entry and/or other Contest-related Information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Contest Sponsor's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Contest Sponsor within the timeline specified by the Contest Sponsor may result in disqualification in the sole and absolute discretion of the Contest Sponsor. The sole determinant of the time for the purposes of this Contest will be the Contest Sponsor's official time-keeping device(s).

BY PARTICIPATING IN THIS CONTEST, YOU AGREE TO RELEASE THE RELEASED PARTIES FROM ANY AND ALL LIABILITY IN CONNECTION WITH THE CONTEST AND YOUR PARTICIPATION THEREIN AND TO INDEMNIFY THE RELEASED PARTIES AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS, AND EXPENSES ARISING FROM YOUR PARTICIPATION IN THE CONTEST. BY PARTICIPATING IN THIS CONTEST, YOU ALSO AGREE THAT YOUR ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR ENTRY (OR ANY COMPONENT THEREOF); (II) PARTICIPATION IN ANY CONTEST-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED A WINNER, THE PRIZE (INCLUDING ANY USE OR MISUSE OF THE PRIZE). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE RULES AND/OR THE APPLICABLE SOCIAL PLATFORM RULES (AS APPLICABLE). THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR AWARDING OF ANY PRIZE.

6. Prizes: There are a total of four (4) grand prizes and twenty-four (24) daily prizes (each, a "Prize") at the start of the Contest Period. Limit of one (1) Prize per person (regardless of the Prize received). Each grand prize consists of a \$1,000 CAD Visa Gift card, \$500 Uber Gift card, \$500 KFC Gift card, and "Concerts For a Year" awarded as \$3,000 CAD in Ticketmaster® e-Gift cards (each a "TM Gift Card") and (collectively "Grand Prize Gift Cards"). The approximate retail value of each Grand Prize is \$5,000 CAD. Each Daily Prize consists of a \$500 TM Gift Card ("Daily Prize Gift Card").

The following conditions apply to each Prize: (i) Prize must be accepted as awarded; (ii) Prize may not be sold, transferred and are not convertible to cash; (iii) Contest Sponsor reserves the right to substitute each Prize in whole or in part in the event that all or any component of the Prize is unavailable or for any other reason; (iv) all characteristics and features of each Prize, except as otherwise explicitly stated above, are at the Contest Sponsor's sole and absolute discretion; (v) each Prize winner is solely responsible for all costs not expressly described herein; and (vi) gift cards are subject to the terms and conditions of the issuer.

Without limiting the generality of the foregoing, the following conditions apply to the TM Gift Card component of each Grand Prize Gift Card and Daily Prize: TM Gift Cards may be used toward the purchase of tickets sold through Ticketmaster website and in the Live Nation mobile app for Live Nation-produced events in the United States. TM Gift Cards are not redeemable at venue box offices. TM Gift Cards cannot be used toward VIP Nation®, fan clubs, other gift cards and select ticket packages. Exclusions may apply to TM+, Platinum, Fan-to-Fan Resale, TicketExchange by Ticketmaster® and other tickets not sold directly by Ticketmaster. Other exclusions may apply.

TM Gift Cards cannot be combined with other Gift Cards, gift certificates or other coupons. TM Gift Cards may not be used in connection with any marketing, advertising or promotional activities without Live Nation's prior written approval and may not be transferred or sold other than through authorized Live Nation channels. Live Nation reserves the right to cancel a TM Gift Card if it believes that the TM Gift Card was obtained through fraudulent or unauthorized means. If the TM Gift Card holder's purchase exceeds the amount of that TM Gift Card's balance, the TM Gift Card holder must pay the difference by another means. Unused TM Gift Card balances are not transferable. TM Gift Cards are not returnable or redeemable for cash except in states where it is required by law. Use of TM Gift Cards constitutes acceptance of these terms and the additional terms found here, which are subject to change at any time without notice. The use of TM Gift Cards on Ticketmaster website are subject to the Terms of Use and Privacy Policy of that site.

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 the Sponsor or any of the other Released Parties should their 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, a confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

7. Winner Selection, Notification and Confirmation: On or around the below schedule (the "Selection Schedule") at approximately 11:00 AM EST, one random draw (each, a "Draw") will take place in Toronto, Ontario to select either one (1) potential Grand Prize winner, or one (1) potential Daily Prize winner (as outlined in the following chart) from among all eligible Entries, received prior to the applicable Draw. The odds of winning a Prize will depend on the number of eligible Entries received prior to the applicable Draw Date in accordance with these Rules.

Prize	Draw Date	# of Winners
Grand Prize	September 16, 2025	1
	September 23, 2025	1
	September, 30, 2025	1
	October 7, 2025	1

Daily Prize	September 10, 2025	1
	September 11, 2025	1
	September 12, 2025	1
	September 13, 2025	1
	September 14, 2025	1
	September 15, 2025	1
	September 17, 2025	1
	September 18, 2025	1
	September 19, 2025	1
	September 20, 2025	1
	September 21, 2025	1
	September 22, 2025	1
	September 24, 2025	1
	September 25, 2025	1
	September 26, 2025	1
	September 27, 2025	1
	September 28, 2025	1
	September 29, 2025	1
	October 1, 2025	1
	October 2, 2025	1
	October 3, 2025	1
	October 4, 2025	1

	October 5, 2025	1
	October 6, 2025	1

The Contest Sponsor, acting reasonably, will attempt to contact each potential Prize winner to notify him/her that he or she may have won a Prize via email (as determined by the Contest Sponsor in its sole and absolute discretion) within two (2) business days after the Selection Date. Each potential winner must respond to the Contest Sponsor's direct message within forty-eight hours. In the event that a potential winner cannot be contacted as set out above and/or does not respond within such time, he or she will be disqualified and an alternate potential winner may be selected in accordance with the procedures outlined above at the Contest Sponsor's sole and absolute discretion (in which case the foregoing provisions of this section shall apply to such new potential Prize winner). Proof of identification must be provided by each potential winner (including name, mailing address, email address and phone number). Each entrant is solely responsible for ensuring his/her email account settings are properly set-up to receive such notification messages. In order to be declared a winner, each potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by the Contest Sponsor (which may, at the Contest Sponsor's sole and absolute discretion, be administered via the full declaration and release form described in the following sentence). Before being declared a confirmed winner and awarded a Prize, each potential winner, will be required to sign and return within the time stipulated by the Contest Sponsor, a full declaration and release form stating that, among other things, he/she has read and understood these Rules, grants all consents required, authorizes the Contest Sponsor to broadcast, publish, disseminate and otherwise use his/her name, city/town/village and province/territory of residence, photograph, voice and any other likeness, in connection with any promotion and/or publicity, and/or for general news, entertainment and/or information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize, accepts the Prize as awarded and releases the Contest Parties, Live Nation Canada, Inc., ("Live Nation"); Ticketmaster Canada Ltd, Ticketmaster, LLC (collectively "Ticketmaster"), and each of their respective promotional agencies, franchisees parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees (collectively, 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. If a potential Prize winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules for any reasons whatsoever, including, without limitation, for having attempted to exceed the Entry limits and Prize limits set out above (all as determined by the Contest Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Contest Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate potential winner in accordance with the procedure outlined above at the Contest Sponsor's sole and absolute discretion (in which case the foregoing provisions of this section shall apply to such new potential Prize winner).

8. General: All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of Entries, are final and binding on all entrants in all matters as they relate to this Contest, including, without limitation, any decisions regarding the disqualification of Entries and/or entrants. ANYONE DEEMED BY THE CONTEST SPONSOR TO BE IN VIOLATION OF THE CONTEST SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSOR AT ANY TIME.

This Contest is subject to all applicable federal, provincial/territorial and municipal laws. The Released Parties will not be liable for: (i) any failure of the KFC app during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or

(vi) any combination of the above. In the event of a dispute regarding who submitted an Entry, the Contest Sponsor reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the KFC App account used to submit the Entry. "Authorized account holder" is defined as the person who is assigned a KFC App account by the KFC App. An entrant may be required to provide proof (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the KFC App account used to submit the Entry in question. The Contest Sponsor reserves the right to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Contest Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Contest Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsor reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Contest Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. The Contest Sponsor reserves the right to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Contest Sponsor, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

By entering this Contest, each entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry for the purpose of administering the Contest and in accordance with Contest Sponsor's privacy policy (available at: <https://www.kfc.ca/privacy-policy>). This section does not limit any other consent(s) that an individual may provide the Contest Sponsor or others in relation to the collection, use and/or disclosure of his/her personal information.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Entry Form, App, or point of sale, television, print or online advertising, the terms and conditions of the Rules shall prevail, govern and control.

All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned or licensed by the Contest Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Contest Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Toronto, Ontario in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

Live Nation Canada, Inc. and Ticketmaster are not Sponsors of this Contest and are in no way responsible for the administration of the Contest, the verification of winners or the fulfillment of prizeing. All inquiries regarding the Contest should be directed to Kentucky Fried Chicken Company Canada used under license.

Contest Short Rules

NO PURCHASE NECESSARY. 09/09/25 AT 12:00pm E.T. TO 10/07/25 AT 12:00pm. Open to age of majority residents of Canada. 4 grand prizes, each consisting of a \$500 KFC gift card, \$1,000 Visa gift card, \$500 Uber gift card, and "Concerts for a Year" awarded as \$3,000 in live event e-Gift cards. Grand prize ARV is CAD \$5,000 CAD. 24 daily prizes, each consisting of a \$500 CAD live event e-Gift cards. To enter, download the KFC app, order (min. purchase order is \$1.00 CAD) and enter through an active account on the KFC app during the contest period. A random draw will be conducted for the Grand Prize(s) on Tuesday September 16, 23, 30, and October 7, 2025 at 11am E.T. Beginning on September 10, 2025, a random draw for the Daily Prizes will be conducted at 11am E.T. on every day of the contest period, except on a grand prize draw day. Odds of winning depend on the number of entries received prior to the prize draw. Mathematical skill testing question required. Winners will be contacted by email. Sponsor: Kentucky Fried Chicken Company Canada. See <https://www.kfc.ca/kfcseasonedpass> for full rules.

**Concert For a Year awarded as \$3,000 in live event gift cards.*

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