

2025 JOURNIE - NESTLÉ JOURNIE CASH CONTEST

Official Rules (the “Rules”)

NO PURCHASE NECESSARY TO ENTER OR WIN. THE CONTEST IS VALID IN CANADA ONLY (AND IS OPEN ONLY TO ELIGIBLE PERSONS, AS SPECIFIED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Contest Period

The 2025 Nestlé Journie Cash Contest (the “**Contest**”) commences at 12:00:01 AM Eastern Time (“ET”) on November 19, 2025, and ends at 11:59:59 PM ET on January 13, 2026 (the “**Contest Period**”). All entries must be submitted by 11:59:59 PM ET on January 13, 2026 (the “**Contest Closing Time**”). Entries submitted after the Contest Closing Time will not be accepted.

Eligible Persons

The Contest is only open to legal residents of Canada, who have reached the age of majority in their province of residence, excluding: (a) employees, directors, officers, representatives and agents of: (i) Nestlé Canada Inc., (the “**Sponsor**”); (ii) Parkland (the “**Contest Administrator**”); and (vi) any persons or entities involved in judging the Contest; and (b) all persons with whom those specified in (a) are domiciled or immediately related. The persons and entities specified in (a) and (b) are referred to collectively herein as the “**Contest Entities**”. For the purposes of these Rules, two (2) people are “immediately related” if one (1) is the husband, wife, spouse, common-law partner, son, stepson, son-in-law, daughter, stepdaughter, daughter-in-law, sister, stepsister, sister-in-law, brother, stepbrother, brother-in-law, mother, stepmother, mother-in-law, father, stepfather or father-in-law of the other. For clarity, groups, clubs, organizations, businesses and commercial and non-commercial entities cannot enter the Contest.

An entrant must meet the eligibility requirements set out in these Rules from the time of entry until the time he/she is confirmed a winner (if he/she becomes a winner) (a “**Participant**”).

How To Enter

NO PURCHASE NECESSARY. Purchase is not required to enter the Contest and will not improve your chances of winning.

There are two (2) ways to participate in the Contest: by purchasing two (2) qualifying products for a minimum of five dollars (\$5) and scanning your Journie app (a “**Purchase Entry**” as defined below), or by submitting a “No Purchase Entry” (as described below). To enter via either method of entry, take the following steps during the Contest Period to receive one (1) entry into this Contest, subject to these Rules, and a chance to win the one (1) Contest prize (the “**Prize**” as further described below):

a) Purchase Entry. To enter by making a Purchase Entry, you must purchase two (2) units of the Qualifying Products from a Journie location where you can earn Journie points in-store during the contest period (these stores are available at <https://journie.ca/on-en/locations>). Every group of two (2) Qualifying Products purchased within a single transaction for \$5 will earn you one (1) entry. Participants may submit an unlimited number of entries. A list of qualifying products is listed in **Exhibit A** (each, a “**Qualifying Product**”). When you purchase the Qualifying Products, you must scan your Journie Rewards app or enter your 10-digit phone ID at checkout. Alternatively, you may scan your Aeroplan card or provide your Aeroplan account number, so long as the Aeroplan account is linked to your Journie Rewards account. Once you have identified yourself through one of these methods, the Contest Administrator will review your entry for compliance with these Rules, which decision is subject to further review in accordance with these Rules. If the entry is verified, you will: receive one (1) Purchase entry.

b) No Purchase Entry. The Participants who wish to enter the Contest without making a Qualifying Purchase can do so by sending an email during the Contest Period with “Nestle Journie Cash Contest 2025” as the subject and include the following: the Participant’s first and last names, email address, phone number, their Journie Rewards membership number and a short text explaining why they would like to participate in the Contest (the “**Qualifying Email**”). The Qualifying Email must be sent to the following address: promotions@Journie.ca during the Contest Period. Only one (1) entry per Participant is permitted with a Qualifying Email during the Contest Period. Multiple entries by the same Participant with a Qualifying Email will be disqualified. Participants entering the Contest with a Qualifying Email are also subject to these Rules. The Contest Organizer reserves the right to disqualify any incomplete, illegible, or fraudulent entries.

Prizes and Odds of Winning There is one (1) prize available to be won at the outset of this Contest (the “**Prize**”). The Prize consists of a cheque of five thousand dollars (\$5,000). The approximate odds of winning the Prize depend on the total number of eligible Purchase Entries and Qualifying Emails received during the Contest Period. All amounts and costs related to the Prize, including but not limited to all income, sales, use and other taxes (and the reporting thereof) imposed as a result of the award of a Prize, which are not expressly stated as covered by the Sponsor in these Rules are the responsibility of the individual winner. It is the individual winner’s responsibility to understand and abide by any federal, provincial, territorial, local or foreign tax laws that may apply to receipt of a Prize.

A person eligible to win the Prize must accept the Prize as awarded and may not transfer such Prize or substitute or exchange for, or apply the Prize’s value towards, cash or a higher cost or alternative prize. The Prize is non-refundable, cannot be replaced if lost or stolen and is provided on an “as is” basis, without any representation or warranty of any kind.

Cheque: (Total: \$5,000 CAD)

How the Prize is Awarded

A random draw (a “**Prize Draw**”) to award the Prize, subject to these Rules (including the verification and skill-testing question requirements), will be held on or around January 19, 2026, at approximately 2:00 PM ET in Calgary, Alberta from all eligible Contest entries received during the Contest Period. One (1) potential winner will be randomly selected in the Prize Draw for the Prize available to be won. The Prize Draw will be conducted by the Contest Administrator. The potential winner of the Prize will be notified initially by email with the email address they used to register their Journie Rewards account, within seventy-two (72) hours of the Prize Draw date. Any selected Participant who cannot be contacted after three (3) attempts by the Contest Administrator during the seventy-two (72) hour period following the Prize Draw will be declared ineligible to receive the Prize and another draw will be held to award the Prize. The same terms and conditions of the present section of the Rules apply to any subsequent Prize Draw. Through the winner notification process, the potential winner must confirm his/her eligibility and indicate his/her willingness to accept the applicable Prize. The potential winner will then receive official notification via email or certified or overnight mail delivery. No communications will be entered into other than with the potential winner.

Declaration and Release and Skill-Testing Question

Before being confirmed as a winner of one of the Prize, the potential Prize winner must complete and return, within five (5) days of receipt, a Declaration and Release Form (the “**Declaration and Release**”), which (among other things):

confirms compliance with these Rules;

acknowledges acceptance of the Prize as awarded;

releases the Contest Entities and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the “**Releasees**”) from any and all liability in connection with this Contest, the potential winner’s participation therein and the awarding and use/misuse of the Prize or any portion thereof; and

confirms the potential winner’s consent to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph and/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 whatsoever, including, without limitation, print, broadcast and the Internet.

Further, prior to being confirmed as a winner of one of the Prize, each potential winner must also correctly answer a mathematical skill-testing question, which may be contained in the Declaration and Release at the discretion of the Sponsor, without assistance of any kind, whether mechanical, electronic or otherwise.

If a potential winner fails to return the properly executed Declaration and Release within five (5) days following its receipt, the Sponsor may, in its sole and absolute discretion, disqualify the potential winner, thereby forfeiting any and all rights the potential winner may have to the Prize. In the event of such a disqualification, an alternate potential winner may be selected from among the remaining eligible entries, either through a process similar to the one that selected the original potential winner or through a random draw, the exact process to be determined by the Sponsor in its sole and absolute discretion, subject to these Rules.

If a selected potential winner does not meet the eligibility requirements, does not correctly answer the mathematical skill-testing question, does not complete and return the Declaration and Release, is unable or unwilling to accept the Prize as offered or elects to decline the Prize, he/she may be disqualified at the sole and absolute discretion of the Sponsor and an alternate potential winner may be selected from among the remaining eligible Contest entries, either through a process similar to the one that selected the original potential winner or through a random draw, the exact process to be determined by the Sponsor in its sole and absolute discretion, subject to these Rules. Any disqualified winner will not receive any alternate prize, substitution or compensation.

Upon satisfaction of all requirements of these Rules, including, without limitation, receipt of the completed Declaration and Release, the winner will be contacted to make further Prize delivery arrangements.

Please allow six (6) to eight (8) weeks for delivery of the Prize.

Privacy

The Sponsor respects your right to privacy and works at all times to comply with all applicable data protection and privacy laws. Except as expressly set out in these Rules, in the Sponsor’s Privacy Policy (available at <https://www.madewithnestle.ca/privacy-policy>) and Journie’s Privacy

Policy (available at Journie.ca/privacy), or as otherwise agreed to by you, any personal information provided in connection with this Contest will only be collected, used and disclosed by the Sponsor and its third party partners and service providers for the purposes of administering and conducting this Contest, including, without limitation, verification of eligibility and identity and awarding and delivering Prize. Please note that personal information provided as part of this Contest may be collected in, transferred to and processed and stored in jurisdictions outside of Canada. Such information will be subject to the general laws applicable within those jurisdictions, including, without limitation, possible access by regulatory authorities. The Sponsor will not sell, share or otherwise disclose personal information provided in connection with this Contest to or with third parties or agents, other than to third parties or agents engaged by the Sponsor to fulfill the above purposes or as permitted or required by the applicable laws. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

Additional Rules and Restrictions

By participating in this Contest, Participants agree to abide by and be bound by these Rules and the decisions of the Sponsor and the Contest Administrator, which shall be final and binding on all Participants in all matters relating to this Contest, where applicable. In the event an Participant wins a Prize and is later found to be in violation of these Rules, he/she will be required to forfeit the Prize or to reimburse Sponsor for the stated value of the Prize if such violation is discovered after winner has used the Prize. False, fraudulent or deceptive Contest entries or acts shall render Participants ineligible for the Prize.

The Releasees are not responsible for Contest entries submitted in a manner that is not expressly allowed under these Rules, or for any Contest entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, the effects of hackers, the failure of any electronic equipment, computer transmissions and/or network connections or any other reason beyond Sponsor's reasonable control; all of which will be disqualified. The Releasees are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including, without limitation: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online Participant's ability to participate in the Contest, and any injury or damage to Participant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Contest. Participants are restricted to use of ordinary and typical computer equipment and internet access use in respect of the Contest.

The Releasees are not responsible for the cancellation or postponement of any component of this Contest or any associated programs and materials. The Releasees are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Contest. The Releasees are not responsible for typographical or other errors in the offer or administration of this Contest, including, without limitation, errors which may occur in connection with the printing or advertising of this Contest, these Rules, administration or execution of the Contest, the conducting of the Prize drawing or winner selection, the cancellation of any element of a Prize, the processing of Contest entries or in the selection or announcement of a Prize or Prize winner.

Each Participant must submit Contest entry and participate in the Contest on his/her own behalf. Any Contest entry submitted on behalf of another individual, on behalf of a group or

organization, or using another person's email address, name or other personal information will be disqualified and ineligible to claim any Prize.

Any attempt by any Participant to obtain more than the specified number of Contest entries by using (or attempting to use) multiple names, identities, email addresses, registrations or logins, or by any other means whatsoever, will entitle the Sponsor, in its sole and absolute discretion, to void that Participant's Contest entries and disqualify that Participant from the Contest. Contest entries by any means which subvert the entry process will be void. Any Contest entry that is determined by the Sponsor, in its sole and absolute discretion, to have failed to have been fully completed and submitted during the Contest Period will be rejected. Use (or attempted use) of any automated, macro, script, robotic or other systems or programs to enter or otherwise participate in, subvert or disrupt the Contest, and any other attempt to manipulate, tamper with or defraud any element of this Contest, is prohibited and is grounds for disqualification by the Sponsor in its sole and absolute discretion.

In the event of a dispute as to any Contest entry, the authorized account holder of the email address included in the Contest entry will be deemed to be the Participant and he/she must be eligible according to these Rules. The "authorized account holder" is the natural person assigned an email address by an internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

The sole determinant of the time of receipt of a Contest entry for the purposes of determining the eligibility of that Contest entry shall be the Sponsor or Contest Administrator's computer or server.

By participating in the Contest, except to the extent prohibited by applicable legislation, each Participant: consents to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph and/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 whatsoever, including, without limitation, print, broadcast and the internet;

releases and agrees to defend and indemnify the Releasees from and against any and all liability, claims, losses, actions or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to an Participant's participation in this Contest, or the acceptance, possession or use/misuse of any Prize or participation in Prize-related activities (including but not limited to activity related thereto);

agrees not to make any claim against any of the Releasees or against any third party that may result in a claim against any of the Releasees in respect of any matter in any way relating to or arising in connection with the Contest; and

acknowledges and agrees that the Releasees make no warranty, guaranty or representation of any kind concerning any Prize and disclaim any implied warranty.

The Releasees shall not be liable to Prize winner or any other person for failure to supply any Prize or any part thereof by reason of any acts of God, viral or bacterial outbreaks, pandemics, epidemics or similar events, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labour

dispute or strike, labour or material shortage, transportation interruption of any kind, or any other cause beyond the reasonable control of the Releasees. Sponsor reserves the right to cancel, modify, suspend or terminate the Contest, to change any Contest draw dates and to modify these Rules at any time without notice, for any reason, including, without limitation, if, in the opinion of the Sponsor, in its sole and absolute discretion: fraud, misconduct or technical failures destroy or threaten the integrity of any portion of the Contest; a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Contest; or there is any accident or printing, administrative or other error of any kind related to the Contest.

In the event of an early termination of the Contest, Sponsor reserves the right to determine the Prize winner in a random drawing from among all eligible, non-suspect entries received as of the time/date of such termination.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any Participant or entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

Except where prohibited by law, by completing the act of entering the Contest, each Participant agrees that the Contest, and all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, shall be governed by the laws in force in the Province of Ontario and the federal laws of Canada applicable therein (excluding any conflict of laws, rule or principle that might refer such interpretation to the laws of another jurisdiction). Each Participant irrevocably submits to the non-exclusive jurisdiction of the courts of Ontario with respect to any matter related to this Contest.

If any provision of these Rules is determined to be invalid or unenforceable, the remaining provisions of these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained herein.

Except where prohibited by law, by participating in this Contest, each Participant agrees that (a) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, and in no event will Participant be entitled to receive lawyers' fees or other legal costs; and (b) under no circumstances will Participant be permitted to obtain awards for, and Participant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

A copy of these Rules is available at journie.ca. If you have any questions regarding the Contest, or if you would like the name of the Contest winner once they are named, please contact the Sponsor through its contact information on journie.ca. All Rights Reserved. Nestlé trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. ©2025 Nestlé. Journie Rewards™ is a trademark of Parkland Corporation.

EXHIBIT A – QUALIFYING PRODUCTS

PRODUCT	SIZE	SCANNING UPC
Aero Mega 63g	63GM	059800990158
Coffee Crisp Mega 75g	75GM	059800000598
Kit Kat Mega 73g	73GM	059800516419
Big Turk King 86g	86GM	059800154161
Kit Kat Chunky Mega 85g	85GM	059800749145
Smarties King 75g	75GM	059800505734
Aero Peppermint Mega 63g	63GM	059800300681
COFFEE CRISP Mega Cold Brew 70g	70GM	059800752725