

SHORT RULES

ENJOY RESPONSIBLY.

†NO PURCHASE NECESSARY. For full Contest details, visit the Contest Website: www.budweiser.ca/summerBBQ. Must be legal drinking age in province or territory of residence and a resident of Canada (excl. Quebec). To enter, i) scan a QR code on marketing materials at participating locations and complete an entry form; or ii) visit the Contest Website. Max. 1 entry per person, per day. 17 prizes available: 1 outdoor propane gas grill BBQ (the “**Prize**”). Approx. retail value: \$1,200 CAD. Odds of winning will depend on the number of eligible entries received prior to each weekly draw. Max. 1 Prize per household. Random draws to select 1 prize winner will be held on Monday of each week during the Contest. Non-winning entries will not carry over into subsequent draws. Skill-testing question required. **Contest closes: August 31, 2025 at 11:59:59 p.m. ET.** © 2025 Canada Dry Mott’s Inc. ®/MD/TM/MC Anheuser-Busch. LLC. Lic. Use / Sous Lic.

OFFICIAL BUDWEISER ZERO SUMMER BBQ CONTEST RULES

IMPORTANT: PLEASE READ THESE OFFICIAL RULES AND REGULATIONS (“**OFFICIAL RULES**”) BEFORE ENTERING THE BUDWEISER ZERO SUMMER BBQ CONTEST (THE “**CONTEST**”). BY ENTERING THE CONTEST, AN ENTRANT REPRESENTS THAT THEY SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS BELOW AND AGREE TO BE BOUND UNCONDITIONALLY BY THESE OFFICIAL RULES AND ALL DECISIONS OF CANADA DRY MOTT’S INC., A DISTRIBUTOR OF THE LABATT BREWING COMPANY LIMITED (THE “**CONTEST SPONSOR**”) BRAND BUDWEISER® ZERO AND MOSAIC SALES SOLUTIONS (THE “**CONTEST ADMINISTRATOR**”).

ELIGIBILITY: To be eligible to participate, you must:

- i. Be a legal resident of Canada (excluding Quebec);
- ii. Be of legal drinking age in your province or territory of residence;
- iii. Not be an employee, officer, director, contractor, agent or representative of the Contest Sponsor, Contest Administrator, Canada Dry Mott’s Inc., or any of their respective parent companies, subsidiaries, affiliates, agents, agencies or distribution companies; and
- iv. Not be a member of the immediate family (parent, spouse, sibling, child) of, or domiciled with, any of the foregoing persons.

The applicable provincial liquor agencies, license control/boards and their licensees, retailers, or distributors (the “**Provincial Liquor Authorities**”) are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever in regard to any matter which relates to this Contest.

To be eligible, participants must have online access with a valid e-mail address as of the date of their entry. If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address by an online service provider, Internet access provider or other organization responsible for assigning the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. An entrant may be required to provide the Contest Administrator with proof that they are the authorized account holder of the e-mail address associated with the winning entry.

CONTEST PERIOD: The Contest begins on or about May 5, 2025 at 10:00 a.m. Eastern Time (“**ET**”) and ends at 11:59:59 p.m. ET on August 31, 2025 (the “**Contest Close Date**”), after which no further entries will be accepted (the “**Contest Period**”).

HOW TO ENTER: During the Contest Period, there are two (2) ways to enter the Contest, as follows:

- i. Participants can scan a quick response (QR) code on Contest Sponsor marketing materials at participating locations, complete the Contest entry from in its entirety, and click submit; or
- ii. Participants can submit an entry by visiting www.budweiser.ca/summerBBQ (the “**Contest Website**”), complete the Contest entry from in its entirety and click submit

Limit of one (1) entry per person, per day (between 12:00:01 a.m. and 11:59:59 p.m. each calendar day during the Contest Period), regardless of the method of entry. Entries must be received prior to the Contest Close Date. Entries received after the Contest Close Date are void. No other form of submitting an entry is valid other than as stated above. Multiple participants may

not share the same email address. Participants may not enter with multiple email addresses, nor may participants enter under multiple identities. Any participant who attempts to enter with multiple email addresses, accounts or under multiple identities will be disqualified and forfeits any prize won, in the Contest Administrator's sole discretion.

No responsibility is assumed by the Contest Administrator for any inability of a potential entrant to successfully enter the Contest for any reason. The Contest Administrator is not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries, Prize notification messages, or any other Contest-related information (collectively, "**Contest-related Information**"), nor any Contest-related Information that has been sent in error or otherwise produced or disseminated a manner that is inconsistent with these Official Rules, all of which are void. Screenshots will not be accepted as proof of entry. All entries become the property of the Contest Administrator.

ENTRANT VERIFICATION: The Contest Administrator reserves the right to require proof of compliance with these Official Rules in a form acceptable to the Contest Administrator: (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 Contest-related Information submitted or received (or purportedly submitted or received) for the purposes of this Contest; and/or (iii) for any other reason the Contest Administrator deems necessary for the purposes of administering this Contest. Failure to provide such proof to the complete satisfaction of the Contest Administrator within the timeline specified may result in disqualification. The sole determinant of the time for the purposes of this Contest will be the Contest server data. All information requested by and/or supplied to Contest Administrator for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. Contest Administrator reserves the right to disqualify any entrant should the Contest Administrator deem that such an entrant at any stage supplied untruthful, incomplete, inaccurate or misleading information. All decisions of the Contest Administrator are final and will not be subject to appeal.

PRIZE: There are seventeen (17) prizes available to be won, each consisting of one (1) outdoor propane gas grill BBQ (hereinafter, the "**Prize**"). Approximate retail value of each Prize is \$1,200 CAD. Alcohol is not part of a Prize. Prize winners are responsible for all costs and expenses that are not explicitly listed above.

Limit of (1) Prize per household during the Contest Period. Prize must be accepted as awarded. Prize is not resaleable, transferable or redeemable for cash. No prize substitutions, except by the Contest Administrator, who reserves the right to substitute the Prize or any portion thereof with a prize of equal or greater value. All decisions of the Contest Administrator relating to the Prize are final and are not subject to appeal. The Contest Administrator is not responsible for the Prize once it has been shipped. The Contest Administrator, Contest Sponsor and Canada Dry Mott's Inc. make no representations or warranties of any kind regarding the appearance, safety or performance of the Prize. Any unclaimed prize will not be awarded.

The Contest Administrator will mail the Prize directly to the Canadian address that the confirmed winner has indicated. Contest Administrator will only deliver to addresses in Canada and will not deliver to a P.O. Box. Delivery may take up to 6-8 weeks after verification. Prize may be forfeited if delivery cannot be effected following reasonable efforts by the Contest Administrator. For Prizes which cannot be mailed, the confirmed winner will be contacted by an agent or representative of the Contest Administrator to arrange awarding the Prize.

ODDS: The odds of winning depend on the total number of eligible entries received prior to each Weekly Draw (defined below).

AWARDING OF PRIZES: There will be seventeen (17) draws during which the Contest Administrator will randomly select one (1) entry from among all eligible entries received up to the applicable draw date (each, a “**Weekly Draw**”) at approximately 10:00 a.m. ET in Toronto, Ontario. In the event that there are fewer entries than available prizes, only those eligible entries received will be drawn and any remaining prizes will not be rewarded.

The Weekly Draws will occur as follows:

Week	Start Date (12:00am ET)	End Date (11:59:59 pm ET)	Weekly Draw Date
1	May 5, 2025 (10:00 a.m. ET)	May 11, 2025	May 12, 2025
2	May 12, 2025	May 18, 2025	May 19, 2025
3	May 19, 2025	May 25, 2025	May 26, 2025
4	May 26, 2025	June 1, 2025	June 2, 2025
5	June 2, 2025	June 8, 2025	June 9, 2025
6	June 9, 2025	June 15, 2025	June 16, 2025
7	June 16, 2025	June 22, 2025	June 23, 2025
8	June 23, 2025	June 29, 2025	July 20, 2025
9	June 30, 2025	July 6, 2025	July 7, 2025
10	July 7, 2025	July 13, 2025	July 14, 2025
11	July 14, 2025	July 20, 2025	July 21, 2025
12	July 21, 2025	July 27, 2025	July 28, 2025
13	July 28, 2025	August 3, 2025	August 4, 2025
14	August 4, 2024	August 10, 2025	August 11, 2025
15	August 11, 2025	August 17, 2025	August18, 2025
16	August 18, 2025	August 24, 2025	August 25, 2025
17	August 25, 2025	August 31, 2025	September 1, 2025

Non-winning entries from each Weekly Draw will not carry over to subsequent draws. The selected entrant will be notified by the Contest Administrator via email (provided on the entry form at time of entry) within three (3) business days of the Draw Date (the “**Notification**”). If the entrant

has not responded to the Notification within three (3) business days of receipt of such Notification, another entrant may, at the Contest Administrator's sole discretion, be selected by random draw in which case that entrant will become the selected entrant and the previously selected entrant then will be disqualified and have no right to a Prize.

Before being declared a winner, the selected entrant(s) must correctly answer, unaided, a timed mathematical skill-testing question administered by Contest Administrator via email. Before a Prize is awarded, the selected entrant(s) (and the person/people who will accompany them) will be required to sign a standard declaration of compliance with the Official Rules and Release and Indemnity form releasing the Contest Sponsor, Canada Dry Mott's Inc. 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 (collectively, the "**Released Parties**") 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.

If a potential Prize winner does not respond to the Notification within the time stipulated, is found to be ineligible for any reason, declines to accept a Prize, declines to provide a signed release and indemnity, incorrectly answers the required mathematical skill-testing question, or runs-out of time to correctly answer the required mathematical skill-testing question, the potential winner will be disqualified and will forfeit the Prize. The Contest Administrator may then, at their sole and absolute discretion, select another eligible entrant who will be subject to disqualification in the same manner.

No communication will be entered into by the Contest Administrator with entrants except with selected entrant(s). The Contest Administrator is not responsible for the failure, for any reason whatsoever, of a selected entrant to receive the Notification or for the Contest Administrator to receive a selected entrant's response.

EACH SELECTED ENTRANT IS CONSIDERED A POTENTIAL PRIZE WINNER PENDING VERIFICATION OF THEIR ELIGIBILITY, PROVIDING THE CORRECT ANSWER TO A SKILL-TESTING QUESTION, AND PROVIDING A SIGNED RELEASE AND INDEMNITY (AS APPLICABLE). ALL POTENTIAL PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY CONTEST ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. PRIZES WILL NOT BE AWARDED UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED. CONTEST ADMINISTRATOR WILL NOT ACCEPT SCREENSHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

RELEASE: By participating in the Contest and/or accepting a Prize, each entrant (i) agrees to be bound by these Official Rules, including all entry requirements; (ii) consents to the use of their name, biographical information and/or likeness for the purposes of advertising and promotion without further compensation or notice; (iii) agrees that the decisions of the Contest Administrator are final and without appeal, (iv) remises, releases and forever discharges the Released Parties from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages, liability, losses, harm, costs or expenses, including without limitation any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, arising out of, or in any way related to, directly or indirectly, the

Contest, including without limitation the entrant's participation in the Contest, any breach of these Official Rules, the awarding, receipt, possession, use and/or misuse of any Contest Prize (or any portion thereof), and any travel or activity that is related to the receipt or use of any Contest Prize, and/or the violation or infringement of any intellectual property rights or of any publicity, personality or privacy rights, and agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the foregoing.

LIMITATION OF LIABILITY: The Released Parties shall not be liable for any damages caused or alleged to be caused by or resulting from: (i) any entry, Prize or other correspondence or data that is lost, stolen, late, garbled, distorted, delayed, damaged or misdirected for any reason; (ii) any failure, interruption, technical malfunction or delay; (iii) any e-mail, personal message, text or SMS message or other communication sent or received to or from the Contest Administrator or any of its agents or designees, for any reason; (iv) for any incorrect, untimely or inaccurate information, whether caused by the Contest Website, users or by equipment or programming errors associated with, or utilized in, the Contest; (v) any technical or human error which may occur in the processing of any entry or entries in the Contest; (vi) for problems with the function of the Contest Website or website feature, howsoever caused; (vii) the malfunction of, or damage caused to, any telephone network, computer equipment, data, software, online systems, servers or access providers; (viii) any functionality lost due to not having cookies enabled; (ix) for traffic congestion on the Internet; (x) the security or privacy of information transmitted via computer networks; (xi) breaches of privacy due to interference by third parties or for any damage caused to or incurred by any entrant or any other person by reason of any such event or occurrence; or (xii) technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated or corrupted entries, virus, worm or Trojan Horse damage or any other damage which may limit a participant's ability to participate in the Contest.

ERRORS: The Contest Administrator and Contest Sponsor are not responsible for typographical or other errors in the offer or administration of the Contest, including but not limited to errors in advertising, the Official Rules, the Contest Website, in the selection and announcement of winners, or related to the distribution of a Prize. In no event will the Contest Administrator or Contest Sponsor be liable for more than the stated number of Prizes in these Official Rules (at any level). If due to printing production, online, internet, computer or other error of any kind a Prize notification misstates the applicable Prize that an entrant is able to win, or mistakenly declares an entrant to be a potential Prize winner, the entrant will only be eligible to receive the applicable Prize that an entrant is eligible to win based on Contest official records and data (as determined by the Contest Administrator in its sole and absolute discretion).

RIGHT TO TERMINATE, MODIFY OR SUSPEND: The Contest Administrator may at any time, at its sole discretion and without liability, terminate, modify or suspend the Contest in whole or in part, subject only to approvals required by law, if fraud, technical failures or communications or any other errors or other causes beyond the control of the Contest parties corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Official Rules. Without restricting the generality of the foregoing, in the event of early termination of the Contest, a notice will be posted on the Contest Website to that effect. In addition, for the purposes of determining eligibility to win a Prize in the event of early termination of the Contest, all eligible entries received prior to the time of early termination will be considered as valid and for the purposes of these Official Rules, the Contest

Period will be deemed to have ended at the moment of early termination. No waiver on the part of the Contest Administrator to enforce of any term herein shall be deemed a continuing waiver or a waiver of any other term.

DISQUALIFICATIONS: If it is discovered by the Contest Administrator (using any evidence or other information made available to or otherwise discovered) that any person has attempted to: (i) exceed any of the limits or restrictions provided in these Official Rules; (ii) use multiple names, identities, e-mail addresses, accounts, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter, register or otherwise participate in or to disrupt this Contest; (iii) re-enter the Contest more than the allotted number of times; (iv) submit an entry or enter any code or PIN (as applicable) that has been falsified, manipulated or otherwise altered in any way; (v) disrupt or participate in the Contest in any fraudulent or misleading way (including without limitation cancelling, changing or otherwise modifying a transaction) and/or (vi) participate in the Contest in any other manner that is disruptive, abusive, fraudulent, misleading, deceptive, unfair, unsportsmanlike or inconsistent with these Official Rules (all as determined by Contest Administrator in its sole and absolute discretion); then they may be disqualified from the Contest. If an entrant is disqualified, such person forfeits any and all rights to any prize.

WARNING: ANY DELIBERATE ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR ALTER ANY ENTRY OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS; IF SUCH AN ATTEMPT SHOULD BE MADE, THE CONTEST ADMINISTRATOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT OR INDIVIDUAL AND SEEK DAMAGES OR OTHER RELIEF AGAINST SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

PRIVACY STATEMENT: The Contest Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Contest Sponsor, Contest Administrator and Mott's Canada Dry Inc. to conduct the Contest and fulfill any Prize requirements and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events. For more information regarding the manner of collection, use and disclosure of personal information, please refer to the Contest Sponsor's privacy policy, available at https://www.labatt.com/ca_en/privacy-policy

GOVERNING LAW: Except for consumers residing in Quebec, and subject to applicable law and these Official Rules, this Contest and the Official Rules shall be governed by Ontario law and all entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the jurisdiction of the courts of Ontario. The venue of any dispute or litigation shall be Toronto, Ontario. For consumers residing in Quebec, this Contest and the Official Rules shall be governed by Quebec law and all entrants expressly agree that the courts of competent jurisdictions in the Province of Quebec shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to their jurisdiction.

The invalidity or unenforceability of any provision of these Official 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 Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

SUBJECT TO APPLICABLE LAWS: The Contest is subject to these complete Official Rules and all applicable federal, provincial and local laws and regulations. By participating in the

Contest, you acknowledge that you have read the Official Rules and agree to abide by their terms and by the decisions of the Contest Administrator, which are final and binding on all matters pertaining to the Contest. Any questions, comments or complaints regarding the Contest must be directed to the Contest Administrator. Contest Sponsor shall have no liability or responsibility for any claim arising in connection with the administration of, or participation in, this Contest. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.

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

For a list of prize winners, send a prepaid, self-addressed stamped envelope to the following address: *Bud Zero Summer BBQ Contest*, c/o Mosaic Sales Solutions, 100 Liberty Street, Toronto, ON M6K 3L7 between September 29, 2025, and October 13, 2025. Winners' names will be available once all winners are verified and confirmed.

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