

IAMS™ Checkup Challenge

Promotion

Short Rules / Abbreviated Rules

Offer valid while supplies last. Must be 18 or older & a Canadian resident. Limit 1 Reward per person. Reward is refund of qualifying routine and/or preventative well-check veterinary visit costs (CAD\$150 maximum). Valid on qualifying veterinary treatments (limitations apply) received 6/1/2022 – 8/5/2022 and qualifying purchases (\$40 or more) of participating IAMS Products made between 6/1/2022 – 8/5/2022 in a single transaction. Upload eligible receipts (incl. veterinary treatment details, amount, date, time & location, products purchased), by completing the form on www.IAMS.CA/EN/CHECKUPCHALLENGE by 9/5/2022. Void where participation prohibited, taxed, or restricted. Full Terms and Conditions, Participation Mechanism and Privacy Policy at www.lams.com/CheckUpChallenge. This is a national promotion, it concludes at end date or after \$100,000 in Rewards are allocated, whichever comes first. Sponsor is Mars Canada, Inc., P.O. Box/C.P. 640, Bolton, Ontario L7E 5T5.

Official Terms and Conditions

PURCHASE IS NECESSARY. INTERNET ACCESS AND A VALID E-MAIL ACCOUNT ARE REQUIRED.

1. AGREEMENT TO BE LEGALLY BOUND BY THE TERMS AND CONDITIONS

By participating in this Offer (defined below), you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Terms and Conditions (the “Terms and Conditions”).

2. ELIGIBILITY

IAMS Checkup Challenge Promotion (the “Offer”) begins on June 1, 2022 at 12:00:00 a.m. Eastern Time and ends on August 5, 2022 at 11:59:59 p.m. Eastern Time (the “Offer Period”). Participation in the Offer is only open to legal residents of Canada, who are located in Canada, have reached the age of majority in their province or territory of residence at the time of participation, and who have a valid mailing address and a valid e-mail account participation (each such resident, a “Participant”, or “you”). Employees of Mars Canada Inc., (the “Sponsor”), Snipp Interactive Inc., and their affiliated and related companies (including, without limitation, their respective parent, sister and subsidiary companies, advertising and promotional agencies, or other party in any way involved in the development or administration of this Offer (collectively, the “Offer Parties”), suppliers of materials or services related to the Offer, or a member of the immediate family or household of any such person, are excluded from participation in the Offer. In these Terms and Conditions, “immediate family” means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse, regardless of where they reside. Groups, clubs, organizations, businesses and commercial and non-commercial entities cannot participate in the Offer. The following limits apply: one (1) Reward per person; maximum CAD\$150 total Reward.

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor’s interpretation of the letter and spirit of these Terms and Conditions, to enter or otherwise participate in or to disrupt this Offer, then he/she may be disqualified from the Offer in the sole and absolute discretion of the Sponsor. The Sponsor, other Offer Parties, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “Released Parties”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete Requests (as defined below), all of which are void.

3. THE PROGRAM

Sponsor is offering eligible Participants who receive a routine check-up and/or preventative well-check veterinarian visit (the “Veterinary Treatment”) for their dog or their cat from any licensed veterinary clinic in Canada (a “Veterinary Clinic”) during the Treatment Period (defined below in Section 4), the opportunity to receive an amount equivalent to the lesser of (a) CAD\$150; and (b) the Treatment Cost (defined below) (the “Reward”), while supplies of Rewards last; if they: (x) purchase Participating

Products (defined below) worth \$40 or more during the Purchase Period (defined below) from any authorized retail store in Canada (each, a “Participating Retailer”) in a single transaction, and (y) submit a request to participate in this Offer by September 5, 2022 in accordance with these Terms and Conditions. Limitations apply: qualifying Veterinary Treatment specifically *excludes* any service that is not typically part of an annual or routine well-check veterinary visit, as determined by Sponsor in its sole and absolute discretion. Treatments that do not qualify for the program include, without limitation, surgeries, therapy services, chiropractic care, and emergency veterinary visits/services. The Offer will conclude on the Submission End Date or after \$100,000.00 in Rewards are allocated nationally, whichever comes first. See Section 5 for how to submit a request to participate, and how to participate in this Offer. The Reward will be delivered to eligible Participants in the form of a PayPal transfer, or a physical check, depending on the Participant’s selection on the registration form. Limit of one (1) Reward per person. The maximum value of each/any Reward is CAD\$150.

The “**Treatment Cost**” is the total cost (before taxes) of one (1) single qualifying Veterinary Treatment for one (1) single dog, or one (1) single cat, at a Veterinary Clinic, as set out in the applicable Veterinary Treatment receipt issued by the Veterinary Clinic for such Treatment (the “Veterinary Receipt”). The maximum amount of any Reward issued pursuant to this Offer is CAD\$150, regardless of whether the actual or total cost of any such Veterinary Treatment is more than CAD\$150.

Exhibit A to these Terms and Conditions lists out the IAMS™ products that are the *participating products for the purposes of this Offer (while supplies last, and subject to inventory) (the “Participating Products”). Purchases of Participating Products made through an online retail website will also be accepted and considered eligible for this Offer.

This is a national promotion and concludes on the Submission End Date or after \$100,000 in Rewards is awarded nationally, whichever comes first.

4. PROGRAM PERIOD AND KEY DATES

To be eligible to receive a Reward:

- The applicable Veterinary Treatment must be conducted and completed between June 1, 2022 at 12:00:00 a.m. Eastern Time and August 5, 2022 at 11:59:59 p.m. Eastern Time (the “Treatment Period”);
- Participating Products must be purchased between June 1, 2022 at 12:00:00 a.m. Eastern Time and August 5, 2022 at 11:59:59 p.m. Eastern Time (the “Purchase Period”), while supplies last; and
- Requests / submissions must be received on or before 11:59:59 p.m. Eastern Time on September 5, 2022 (the “Submission End Date”) in accordance with these Terms and Conditions.

5. HOW TO PARTICIPATE

Participants may participate in the Offer by completing all of the following steps:

- Receive a Veterinary Treatment for one (1) dog or one (1) cat from a Veterinary Clinic during the Treatment Period and ensure that you receive and store carefully the applicable Veterinary Receipt. (Participants must ensure that the applicable Veterinary Receipt identifies ALL of the following: the Veterinary Treatment, the Veterinary Clinic, the Veterinary Clinic address, the Veterinary Clinic telephone number, the date of Veterinary Treatment, and the Treatment Cost);
- Purchase Participating Products worth \$40 or more in a single transaction from a Participating Retailer during the Purchase Period and ensure that you receive and store carefully the applicable sales receipt(s) evidencing such purchase (the “Sales Receipt”). The Sponsor reserves the right to request from a person the original sales receipt used for the purposes of this Offer for further verification purposes at any time and for any reason (Participants must ensure that the applicable Sales Receipt identifies the Participating Retailer, date of purchase, and purchase price);
- Take a photograph (png, jpeg, pdf, and tif file types with a maximum file size of 10MB) of the applicable Veterinary Receipt and Sales Receipt(s) in their entirety (such photographs collectively, the “Images”, and each, an “Image”); and
- Submit the Images (along with a request to participate in the Offer), by using the submission method detailed below (such submission, a “Request”, or a “Submission”):

Visit Offer Site to Enter. Participant goes to Offer Site

(www.IAMS.CA/EN/CHECKUPCHALLENGE) Participant will receive further instructions on uploading the Submission (including the Images) and registering for the Offer.

Complete the registration form by entering true and accurate information in the required fields (including, Full Name, Complete Mailing Address, Email Address, Phone Number, and selecting the form in which the Reward will be delivered, i.e., through PayPal or physical check). Once Participant selects the form in which the Reward will be paid the selection cannot be changed for the Offer, so choose

carefully. Follow instructions and Submit (including accepting any required terms and conditions) and register for the Offer.

All submissions of Requests must be received by the earlier of 11:59:59 p.m. Eastern Time on September 5, 2022, or such date when the national supply of maximum Rewards (CAD\$100,000.00) is allocated and/or exhausted in order to be eligible to receive a Reward.

6. PROCESSING OF ENTRIES

Processing of a Submission will take 48 hours from the time the Submission is received by or on behalf of the Sponsor. Once a Participant's Submission is processed, such Participant will be notified via email, whether such Submission has been successfully validated (proceed to Section 7 and Section 8) or a reason why such Submission could not be processed at such time, as determined by the Sponsor in its sole and absolute discretion. It is the responsibility of the Participant to check the applicable email account for such notification including in the inbox, spam or junk folders. The Released Parties do not assume any responsibility and are not responsible for electronic communications which are undeliverable for any reason, including (but not limited to) as a result of any form of active or passive filtering of any kind or insufficient space in a participant's mailbox or telephone to receive e-mail messages, text message or other communications. All Requests become the property of Released Parties and will not be returned. Offer is void where taxed, prohibited, or restricted by law. Receipts obtained through unauthorized means or illegitimate channels (i.e., other than via a purchase of Participating Products from Participating Retailers or Veterinary Treatment received other than at a licensed Veterinary Clinic) will be void. Receipts that cannot be validated for any reason will be rejected, as determined by the Sponsor in its sole discretion. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Offer Parties; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (vii) reflects the use of more than an authorized number of coupons; or (viii) is incorrectly or incompletely entered or submitted.

7. VERIFICATION

All Requests and entrants are subject to verification at any time and for any reason. 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 Offer; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Submission and/or other information for the purposes of this Offer; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Offer in accordance with the Sponsor's interpretation of the letter and spirit of these Terms and Conditions. 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. Proof of transmission (screenshots or captures, etc.), or attempted transmission of a submission or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Offer computers or Sponsor. The sole determinant of the time for the purposes of this Offer will be the official time-keeping device(s) used by the Sponsor.

8. DELIVERY OF REWARDS; REWARD POOL

There are currently scheduled to be a national total of CAD\$100,000.00 in total Rewards that are available for distribution as part of this Offer (the "Reward Pool"). This Offer will immediately terminate once all Rewards in the Reward Pool have been distributed and/or allocated.

Participants who are eligible to receive a Reward (as determined by the Sponsor, in its sole and absolute discretion and in accordance with these Terms and Conditions) will receive the Reward via Email (for Rewards sent through PayPal) or physical Mail (for Rewards sent through physical check). Rewards will only be delivered to the applicable email address or mailing address the Participant provided when Entering or registering for the Offer, subject to verification or eligibility and compliance with these Terms and Conditions. No responsibility is assumed by the Released Parties for any emails or deliveries that are returned as undeliverable, or for any Reward after it has been sent to the Participant. Allow at least 48 hours from successful validation of Submission for delivery of Rewards via Email. Allow at least six (6) weeks from successful validation of Submission for delivery of Rewards via physical Mail. Rewards must be redeemed in accordance with these Terms and Conditions.

To use the Reward follow the Reward Instructions provided in the communication used to send the Reward, subject in all cases to the terms and conditions imposed by the issuer/provider of the Reward including the terms and conditions set out below for Rewards sent through PayPal (the "Reward Provider Terms"):

PayPal, Inc. is not a sponsor or affiliated with the sponsor of this program.

Payments will be automatically deposited into an existing PayPal account in good standing. Recipient has 30 days to create PayPal account to receive payment.

The Offer Parties are not responsible for (as applicable) late, lost, stolen, damaged, misdirected, irregular, garbled, corrupted, blocked, inaccessible, delayed, or undelivered Rewards or transmissions (whether sent by or to the Participant), regardless of cause. *The Offer Parties are not responsible for (a) any incomplete, incorrect or inaccurate information whether caused by web site users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Offer or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any web site (or mobile web site), Rewards (including Codes, if applicable) or transmissions (whether sent by or to a Participant); and (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of email or text on account of technical problems or traffic congestion on the Internet or at any web site (or mobile web site) or any combination thereof. Without limiting the foregoing, Offer Parties expressly disclaim any and all liability for Rewards, or other transmissions which are not timely received in an uncorrupted form (or received at all) by participant due to filtering/privacy settings for email and/or text transmissions or for any other reason. Offer Parties further disclaim any and all liability for physical Rewards which are returned as undeliverable mail or otherwise not received by Participant for any reason.*

All aspects of each Reward will be determined by the Sponsor in its sole and absolute discretion subject to availability. Each Reward must be accepted as awarded and is not transferable or assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Reward or a component thereof with a Reward of equal or greater retail value. Rewards will only be awarded to the person whose verifiable full name and valid e-mail and/or mailing address appears on the registration form associated with the

Submission in question. The Participant is responsible for any damage/loss due to use of a Reward. By participating in the Offer, you agree (i) to release, discharge, indemnify and hold harmless the Released Parties from any liability or damages which may arise out of participation in the Offer or out of the acceptance, use, misuse or possession of any Reward. There are the following limits: one (1) Reward per Participant. Maximum value of any Reward is CAD\$150.

9. GENERAL CONDITIONS

All Requests become the property of the Sponsor. This Offer is subject to all applicable federal, state, and municipal laws. The decisions of the Sponsor with respect to all aspects of this Offer are final and binding on all entrants without right of appeal.

ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE TERMS AND CONDITIONS FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual that it deems to be in violation of these Terms and Conditions. The Sponsor reserves the right to refuse participation by any person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. In its sole and absolute determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's Request(s).

The Released Parties will not be liable for: (i) any failure during the Offer; (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 Submission and/or other information to be received, captured, recorded or otherwise function properly 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 Offer; (v) anyone being incorrectly and/or mistakenly identified as eligible to receive a Reward; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted an Submission, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Submission to have been submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an e-mail address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Submission in question.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Offer (or to amend any portion of these Terms and Conditions, including the Rewards Pool) in any way, and for any reason, at any time, with or without notice, including in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Offer as contemplated by these Terms and Conditions, including, without limitation, any error(s), problem(s), computer virus(es), bug(s), tampering, unauthorized intervention, fraud or failure(s) of any kind. Any attempt to undermine the legitimate operation of this Offer in any way (as determined by Sponsor in its sole and absolute discretion) may be 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. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Offer, or to amend these Terms and Conditions, 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.

By entering this Offer, each Participant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using any personal information submitted for the purpose of administering the Offer and in accordance with Sponsor's privacy policy (available at: <https://www.mars.com/privacy-policy-canada>). 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.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Offer mechanics stipulated in these Terms and Conditions, to the extent deemed necessary by the Sponsor, for purposes of verifying

compliance by any Participant, Submission and/or other information with these Terms and Conditions, or as a result of any technical or other 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 Offer as contemplated in these Terms and Conditions, or for any other reason.

In the event of any discrepancy or inconsistency between these Terms and Conditions and disclosures or other statements contained in any Offer-related materials, including, but not limited to, any point of sale, television, print or online advertising, and/or any instructions or interpretations of these Terms and Conditions given by any representative of the Sponsor, the terms and conditions of these Terms and Conditions shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Terms and Conditions 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 Terms and Conditions 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 Terms and Conditions or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Offer will be governed by and construed in accordance with the domestic laws of Ontario, Canada, 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 Ontario, Canada in any action to enforce (or otherwise relating to) these Terms and Conditions or relating to this Offer.

10. SPONSOR

Mars Canada, Inc.
P.O. Box/C.P. 640,
Bolton, Ontario L7E 5T5.