

## Maple Leaf® Summer 2024 Grilling Offer (the “Offer”)

### Terms and Conditions

THIS OFFER IS OPEN TO RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW.

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

1. **AGREEMENT TO BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS:** By completing the Offer Registration Form and uploading a Qualifying Purchase, you signify your agreement that you have read and agree to be legally bound by these Terms and Conditions (the “**Terms**”).
2. **ELIGIBILITY:** The Offer is open to legal residents of Canada, who are located within Canada, have reached the legal age of majority in their province/territory of residence at the time of completing the Offer Registration Form and have a valid e-mail account. You are not eligible to participate or request a Reward if you are an employee, officer, director, representative or agent (or someone with whom any such person is domiciled, whether related or not) of Maple Leaf Foods Inc., (the “**Sponsor**”), or of any of its divisions, subsidiaries, affiliates, reward suppliers, advertising/promotion agencies or any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of this Offer (collectively, the “**Offer Parties**”). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. The information you provide will be used for the administration of this Offer and in accordance with the Sponsor’s privacy policy (see Section 22 below). In these Terms, where the context requires or permits, the term “**Sponsor**” includes a representative or agent of the Sponsor. In these Terms, a person who is eligible to request a Reward is called a “**participant**” or “**eligible participant(s)**”.
3. **KEY DATES:**
  - i. **Purchase Period:** A participant must make a Qualifying Purchase (see Section 4iii for definition) between, April 29, 2024 and August 31, 2024 (“**Purchase Period**”).
  - ii. **Upload Receipt Period:** A participant can upload a photo of their Qualifying Purchase (see Section 4iii for definition) beginning on April 29, 2024 at 12:00:01 A.M. Eastern Daylight Time (“**EDT**”) and ending on September 8, 2024 at 11:59:59 P.M. EDT (“**Upload Receipt Period**”).
  - iii. **Total Spend status:** A participant can view their Total Spend status / eligible Reward level status between April 29, 2024 at 12:00:01 A.M. EDT and September 16, 2024 at 11:59:59 P.M. EDT by selecting “**My Rewards**” within the Offers Website navigation.
  - iv. **Participant must “Cash Out” to receive a Reward:** A participant can request an eligible Reward beginning on April 29, 2024 at 12:00:01 A.M. EDT and ending on September 16, 2024 at 11:59:59 P.M. EDT. **NOTE:** Between 12:00:01 A.M. EDT on September 17, 2024 and 11:59:59 P.M.

EDT on October 30, 2024 the Offers website will show a message stating that the Offer is over. **Any Rewards that are not Cashed Out or requested by September 16, 2024 at 11:59:59 P.M. EDT if eligible will be automatically Cashed Out by the Sponsor designated agent commencing on or about September 17, 2024.**

- v. **Offer Website Closing Date:** The Offers website will no longer be available to view on the web commencing on October 31, 2024 at 12:00:01 A.M. EDT.
- vi. **Rewards:** Rewards will be sent by mail to participant's residential address within an eight (8) week period from the date the participant Cashed Out for their Reward. If a participant Cashed Out between September 1, 2024 and September 16, 2024 or if a participant did not Cash Out as of September 17, 2024 their Reward will be mailed to them on or about October 21, 2024.

4. **DEFINITIONS:** For the purpose of these Terms and for clarity where the context requires or permits, the following definitions apply:

- i. **Participating Product(s):** During the Purchase Period, purchase any participating Maple Leaf® Natural Top Dogs™; Maple Leaf® Natural Hot Dogs; Maple Leaf® Natural Smoked Sausages; Maple Leaf® Rotisserie Chicken Legs; Maple Leaf® Canadian Maple & Apple Pork Tenderloin; or Maple Leaf® Pulled Pork products as defined in Section 5 below (each a "**Participating Product(s)**") from an authorized retail store in Canada, or as available through their online ordering system, while supplies last, subject to inventory and product listings by store.
- ii. **Sales Receipt:** When you make an in-store purchase of any Participating Product from a Canadian retailer you will need to request and take with you, the store Sales Receipt **OR** if you make a purchase through a Canadian retailer online system you will need the e-mail that identifies proof that your order was picked-up ("**pick up confirmation**") or that your order has been delivered ("**delivery confirmation**") from your Canadian retailer. See Section 4iii for further details on what information a Sales Receipt must contain.
- iii. **Qualifying Purchase:**
  - a. **In-store purchase:** Take a photograph of your entire original Sales Receipt clearly showing the entire Sales Receipt (all four corners) and without any folds, shadows, or obstructions. If the Sales Receipt cannot fit within a single photo or is double-sided, multiple photos can be uploaded as part of a single Qualifying Purchase Submission. Participants must ensure that each of the following key elements, are clearly visible within each photo of your Qualifying Purchase Submission or it will be identified as invalid.

The photo of your Canadian retailers Sales Receipt must clearly identify the retailers name and address; the date and time of the purchase; identifies all products purchased including

each Participating Product purchased; including a product description and unit price for each Participating Product purchased; transaction sub-total; total dollar amount of the entire Sales Receipt purchase; identifies any coupons or discounts received; any applicable taxes; and method of payment. Sales Receipts that identify the word “duplicate” on the Qualifying Purchase Submission will be deemed invalid.

- b. **Online store purchase:** After your order has been picked up or delivered, proceed to your e-mail account and find your retailers e-mail confirmation referred as an order pick-up confirmation or delivery confirmation record and save this e-mail as a PDF file. There is a chance that your pick up or delivery confirmation consists of multiple pages – all pages must be included within your saved PDF file which will form part of your Qualifying Purchase submission. Your pick-up or delivery confirmation must clearly identify the following: your personal name and it must be consistent with the name submitted on the Offer Registration Form; your delivery and contact address which must be consistent with the address submitted on the Offer Registration Form; Retailer name; order or transaction number; Retailer pick-up location or delivery address; your purchase date and time; the order pick up date or delivery date and time; identifies all products purchased including each Participating Products purchased including the product descriptions and unit price; transaction sub-total; the total dollar amount of your entire purchase; identifies any coupons or discounts received; any applicable taxes and method of payment.

**NOTES:**

A Qualifying Purchase Submission that identifies that an order has been placed but does not identify it has been picked-up or delivered is not sufficient to constitute a proof of a Qualifying Purchase and the Qualifying Purchase Submission will be identified as invalid.

A Qualifying Purchase Submission showing a name and/or address that is different from that used and submitted on the Offer Registration Form will not qualify and will be identified as invalid.

Each Qualifying Purchase and resulting Sales Receipt or evidence of online store purchase can only be used once.

- iv. **Total Spend:** Is calculated as the cost of each qualifying Participating Product purchased minus any coupons or discounts received and before any applicable taxes shown on a submitted Qualifying Purchase.
- v. **Cashing Out - Claiming and/or Requesting your Reward (“Cash Out”):** At any time during the Upload Receipt Period and between September 9, 2024 at 12:00:01 A.M. EDT and September 16, 2024 at 11:59:59 P.M. EDT if a participant has reached any one (1) of the three (3) Reward levels

(defined in Section 4vi and Section 11) a participant can choose to claim/request their applicable Reward. It is recommended that participants don't claim a Reward prior to August 31, 2024 at 11:59:59 P.M. EDT to allow a participant to reach the maximum spend level of \$50.00 CDN for a \$25.00 CDN Reward (see Section 9, Limits and conditions). If a participant prefers to not wait and reach the maximum Total Spend level, the participant will be required to manually "Cash Out" by selecting "My Rewards" within the website navigation and follow the online steps required to "Cash Out" and as defined in Section 7 below. **REMINDER: A PARTICIPANT AND HOUSEHOLD IS ONLY ELIGIBLE TO RECEIVE ONE (1) REWARD (AS SPECIFIED IN SECTION 9) NO MATTER THE ELIGIBLE REWARD LEVEL REACH/ACHIEVED FOR THIS OFFER.**

- vi. **Rewards:** There are three (3) Reward levels available and each level is defined as a "**Reward**" (and collectively the "**Rewards**") as defined in Section 11.

Reward level	Accumulated Total Spend, required in qualifying Participating Products (minus any coupons or discounts received and before any applicable taxes shown on a submitted Qualifying Purchase)	Eligible Reward amount
First	\$15.00 CDN Total Spend	\$5.00 CDN Reward
Second	\$25.00 CDN Total Spend	\$10.00 CDN Reward
Third	\$50.00 CDN Total Spend	\$25.00 CDN Reward

**For clarity:**

- This Offer cannot be combined with any Retailer promotions they may promote during the Purchase Period. For example if a Retailer offers a free Participating Product during the Purchase Period (e.g. "Buy 2, Get 1 Free") only the two (2) products purchased will qualify as part of the Total Spend amount and **not** the Free product received. Retailers offering Participating Products with a feature or sale price i.e. \$4.99 CDN feature or sale price versus a regular retail value of \$6.99 CDN (a \$2.00 CDN instant savings) will be accepted as a Participating Product at the feature price. If any participant for example has a Save \$1.00 off a Maple Leaf® Natural Top Dogs™ Original Hot Dog product coupon your Total Spend would be less \$1.00 CDN as a coupon was applied against the purchase of a Participating Product.
- A Total Spend to redeem for a Reward does not need to be accumulated from the same Canadian retailer nor does a participant need to purchase the Total Spend in one (1) transaction.
- A participant can upload as many Qualifying Purchases as required to reach any one (1) of the three (3) Reward levels (\$5.00, \$10.00, or \$25.00 CDN) and as defined in Section 11. For example, a participant can make as many individual purchases on multiple transactions to reach the minimum Total

Spend of \$15.00 CDN, and continue to purchase Participating Products adding to their Total Spend until such time that a participant reaches the maximum Total Spend of \$50.00 CDN for a \$25.00 CDN Reward or until the Purchase Period is over, whichever occurs first. Total Spend over \$50.00 CDN will not result in any additional Rewards.

- If your Qualifying Purchase identifies that your Total Spend was \$62.00 CDN, you will qualify for one (1) \$25.00 CDN Reward and the remaining \$12.00 CDN in this example will not be put towards any further Rewards. Under no circumstance can Qualifying Purchases/Sales Receipt(s) be shared, pooled or transferred for any other reason whatsoever to help reach a Total Spend threshold required for another participant's Reward.

5. **PARTICIPATING PRODUCTS:** During the Purchase Period, purchase as many participating Maple Leaf® Natural Top Dogs™; Maple Leaf® Original Hot Dogs; Maple Leaf® Natural Smoked Sausage; Maple Leaf® Rotisserie Chicken Legs; Maple Leaf® Canadian Maple & Apple Pork Tenderloin; or Maple Leaf® Pulled Pork products as defined below (each a “**Participating Product(s)**”) from an authorized retail store in Canada or as available through their online ordering system, while supplies last, subject to inventory and product listings by store.

<b>Participating Products</b>	<b>UPC Code</b>
Maple Leaf® Natural Top Dogs™ Original Hot Dogs 375g	<b>UPC 0 63100 000431</b>
Maple Leaf® Natural Top Dogs™ Less Salt Hot Dogs 375g	<b>UPC 0 63100 000448</b>
Maple Leaf® Natural Top Dogs™ BBQ Format Hot Dogs Family Size 900g	<b>UPC 0 63100 284701</b>
Maple Leaf® Natural Top Dogs™ Original Hot Dogs Family Size 900g	<b>UPC 0 63100 224059</b>
Maple Leaf® Natural Top Dogs™ BBQ Format Hot Dogs 375g	<b>UPC 0 63100 291334</b>
Maple Leaf® Original Hot Dogs 375g	<b>UPC 0 63100 000486</b>
Maple Leaf® Hot Dogs BBQ Format 375g	<b>UPC 0 63100 291327</b>
Maple Leaf® Natural Smoked Sausage – Original 375g	<b>UPC 0 63100 224769</b>
Maple Leaf® Natural Smoked Sausage – Honey Garlic 375g	<b>UPC 0 63100 224752</b>
Maple Leaf® Smoked Sausage - Cheddar 375g	<b>UPC 0 63100 224745</b>
Maple Leaf® Rotisserie Chicken Legs 600g	<b>UPC 0 63100 202033</b>
Maple Leaf® Canadian Maple & Apple Pork Tenderloin 400g	<b>UPC 0 63100 202040</b>
Maple Leaf® Pulled Pork 450g	<b>UPC 0 63100 134898</b>

Purchases made by or on behalf of groups, clubs, organizations, businesses and commercial and non-commercial entities will not be accepted and will not be eligible to request a Reward.

6. **HOW TO SUBMIT A QUALIFYING PURCHASE:**

If you have more than one (1) Qualifying Purchase receipt to upload, each Qualifying Purchase receipt must be uploaded separately. **Do not upload more than one (1) Qualifying Purchase receipt in one (1) online session. For clarity you can upload more than one (1) photo or PDF file from the same Qualifying Purchase in one (1) online session.**

To submit your Qualifying Purchase request follow the steps below. **Receipts may be submitted only once.**

- i. Visit [www.MapleLeaf.ca/Promotions](http://www.MapleLeaf.ca/Promotions) [English] or [www.MapleLeaf.ca/fr/Promotions](http://www.MapleLeaf.ca/fr/Promotions) [French] (each referred as the “**Offer Website**” or collectively the “**Offer Websites**”) and click “Get Started and upload receipt”;
- ii. Enter your e-mail address; click “Upload”;
- iii. From your device, find your saved Qualifying Purchase file name and click “Upload Receipt”. If you have a second photo/file from the same Qualifying Purchase/Sales Receipt click “Upload another Receipt” by repeating the above (for example, if the Qualifying Purchase/Sales Receipt is double sided or is long). Once your photograph(s) are uploaded click the “Submit Receipt” button (each, a “**Qualifying Purchase Submission**” and collectively, “**Qualifying Purchase Submissions**”);
- iv. Offer Registration Form:
  - a. **First time participant**: Each participant will be required to fully complete the online Offer Registration Form with all required information, including your first and last name, complete residential mailing address (including street address, apartment number, city, province and postal code. If you reside in a rural area and if applicable include your P.O. Box), daytime telephone number (including area code); click on the drop down menu to select the type of Reward for which you would like to receive your Reward; verify that your e-mail address is correct (if not end your online session and start over); tick the box where indicated to agree that you have read and agree to be legally bound by these Terms, including your agreement that you have reached the age of majority in your province/territory of residence at the time of completing the online Offer Registration Form; tick the box where indicated that you agree that the Sponsor can send you e-mail communications regarding the status of your recent Qualifying Purchase submissions, Total Spend status and any reminder e-mails about your Total Spend, eligible Reward level or requesting you to Cash Out during this Offer. **Optional**: check the box to indicate that you would like

to receive future promotional communications from the Sponsor. **(IMPORTANT NOTE: It is not necessary to opt-in to receive future promotional communications from the Sponsor, and you can opt-out of receiving future promotional communications at any time without impacting your opportunity to request or receive a Reward in this Offer)**); tick the box to confirm that you are not a “robot” and select the “Submit” button (each, the “**Offer Registration Form**” and collectively, the “**Offer Registration Forms**”). Business addresses are not accepted as part of this Offer. Rewards will be mailed to a participant personal home address.

- b. **Returning participants** will be taken directly from 6iii to 6v.
  
- v. After clicking “Submit Receipt or Submit”, you will receive a new webpage with the following message:  
*“Thank you for participating in the “Maple Leaf® Summer Grilling” Offer. An e-mail will be sent within the next 48 hours with a status of your Qualifying Purchase Submission. If you don’t see an e-mail in your inbox, check your spam, junk or any other folder your e-mail provider may push e-mails to. **PLEASE KEEP YOUR ORIGINAL SALES RECEIPT(S) OR PICK-UP/DELIVERY CONFIRMATION AS THEY MAY BE REQUESTED FOR FURTHER VERIFICATION PURPOSES.**”*
  
- vi. **REVIEW AND CONFIRMATION OF A QUALIFYING PURCHASE:** Upon receipt of a Qualifying Purchase Submission, the corresponding uploaded image will be reviewed for eligibility. The review process for an uploaded Qualifying Purchase image can take up to forty-eight (48) hours from the time it was submitted. Once the review process is completed, the participant will be notified by e-mail with one (1) of the following messages:
  - a. Success! Your Sales Receipt has been validated in the amount of \$XX. Click here to view your Total Spend status and see if you qualify for a Reward by clicking “My Rewards”! There is still time to shop, enjoy delicious Maple Leaf® Natural Top Dogs™; Maple Leaf® Original Hot Dogs; Maple Leaf® Natural Smoked Sausage; Maple Leaf® Rotisserie Chicken Legs; Maple Leaf® Canadian Maple & Apple Pork Tenderloin; or Maple Leaf® Pulled Pork, to earn the maximum Reward this summer. Should you qualify for a Reward and be ready to Cash Out at your present Reward level, you can do so on the “My Rewards” page. Reminder you and your household can only receive one (1) Reward in regards to this Offer no matter what the dollar value of the Reward is.
  - OR
  - b. Congratulations, you have qualified for the maximum Reward level in this Offer, at \$25.00 CDN in grocery gift cards! **Click here** to Cash Out to claim and receive your Reward. Once

you Cashed Out, you can expect your gift card(s) to arrive within 8 weeks via standard mail service. Should you not Cash Out, by the end of the program, we will automatically Cash Out your Rewards and mail you the qualifying gift cards.

OR

c. We're sorry along with the reason why such Qualifying Purchase image could not be processed at such time as determined by the Sponsor's designated agent in its sole and absolute discretion, and if applicable any next steps in regards to the uploaded Qualifying Purchase image.

**Reminder:** It is the responsibility of a participant to check his/her e-mail account, for such notifications including his/her inbox, spam, junk or any other folder that his/her e-mail provider may push e-mails to.

Note: If applicable e-mail confirmations will not identify a participant's preferred retailer for a Reward.

**NOTE:** If you have any questions about your submitted Qualifying Purchase, your Qualifying Purchase amount, Total Spend or Reward request please visit the website at [www.MapleLeaf.ca/Promotions](http://www.MapleLeaf.ca/Promotions) [English] or [www.MapleLeaf.ca/fr/Promotions](http://www.MapleLeaf.ca/fr/Promotions) [French], check the Support webpage or you can send us an e-mail at [help@topdogs.ca](mailto:help@topdogs.ca) with your question.

**7. HOW TO CASH OUT FOR A REWARD:** At any time during the Upload Receipt Period or between September 9, 2024 at 12:00:01 A.M. EDT and September 16, 2024 at 11:59:59 P.M. EDT, a participant can choose to claim/request their eligible Reward if the participant has reached any one (1) of the three (3) Reward levels as defined in Section 11 below. **REMINDER:** A participant and household are only eligible for one (1) Reward (in accordance with Section 9) during this Offer.

- i. Visit [www.MapleLeaf.ca/Promotions](http://www.MapleLeaf.ca/Promotions) [English] or [www.MapleLeaf.ca/fr/Promotions](http://www.MapleLeaf.ca/fr/Promotions) [French];
- ii. From the navigation bar or Promotion homepage select "My Rewards" and enter your e-mail address or find your last e-mail from this Offer and select "My Rewards" status button within your e-mail to view which Reward you may be eligible for;
- iii. The Offer Website will bring up your Total Spend to date. NOTE: Total Spend will only include those Qualifying Purchases that have been reviewed and approved. Reminder that all Qualifying Purchases submitted take up to 48 hours for review and approval. If a participant is eligible for a Reward, the participant can click the "Cash Out" button **or** can choose to continue purchasing Participating Products if the Purchase Period is still applicable.
- iv. If a participant selected "Cash Out" the Offer Website will ask the participant to confirm that they wish to "Cash Out" for their eligible Reward level by selecting "Confirm Cash Out" button.
- v. Upon receipt by the Offer Website the participant will receive a new webpage with a "Thank you! Please check your e-mail for a confirmation message". Your Reward will be sent by standard mail service within eight (8) weeks. The message will be along the lines as follows:



- a. Congratulations, you have qualified for \$X CDN in Rewards and have chosen to Cash Out for this Offer! We are preparing your Rewards (gift card(s) or coupon(s) depending on your selection upon registration, and mailing them out. You can expect to receive your Reward within 8 weeks from your Cash Out date.
- vi. **NOTE:** A participant can choose to **NOT** “Cash Out” and continue purchasing Participating Products during the Purchase Period if still applicable to reach the next or maximum Reward level.
- vii. A Participant’s Total Spend is held/parked in their personal account until such time that the participant Cashes Out or they reach the Total Spend limit of \$50.00 CDN at which point they will be prompted to Cash Out, having reached the highest Reward level possible.
- viii. If for any reason any participant has not Cashed Out as of September 17, 2024 they will be automatically Cashed Out by the Sponsor’s designated agent if they have qualified for any Reward level subject to the Reward limits.

**REMINDER:** If a participant wishes to receive their Reward prior to reaching the \$50.00 CDN Total Spend limit for a \$25.00 CDN Reward, they must either: (i) select the “My Rewards” button from their personalized Qualifying Purchase e-mail received or (ii) from the Offers Website select “My Rewards” to view their Total Spend to date and if the participant has reached an applicable Reward level, the participant can select the “Cash out” button to claim their eligible Reward. *Any residual amount will not be put towards any further Rewards or permitted to be transferred to any other participant.*

**REMINDER: A PARTICIPANT AND HOUSEHOLD IS ONLY ELIGIBLE TO RECEIVE ONE (1) REWARD (IN ACCORDANCE WITH SECTION 9) FOR THIS OFFER NO MATTER THE DOLLAR VALUE OF THEIR REWARD.**

**ADJUSTMENTS:** If at any time during the Offer Period the Sponsor or its designated agent determines that a participant Qualifying Purchase was originally deemed valid and upon manual verification we noted that it should have been deemed invalid for any reason whatsoever, the participant will be sent a “Reward Adjustment” e-mail to that effect. The e-mail will advise the participant that the Total Spend amount was adjusted accordingly. If the participant has already “Cashed Out” the participant will be sent a “Cashed Out Adjustment” e-mail which will advise the participant that regrettably due to a manual review of their Qualifying Purchase Submissions they did not reach the required Total Spend level for the qualified Cashed Out Reward. The e-mail will include directions on how to continue purchasing to reach the Total Spend level required for their Cashed Out Reward level.

8. **IMPORTANT: YOU MUST KEEP ALL OF YOUR ORIGINAL QUALIFYING PURCHASES/SALES RECEIPTS.** The Sponsor reserves the right to request from a participant the original Sales Receipt(s)/Qualifying Purchase used for the purposes of this Offer for further verification purposes at any

time and for any reason. **Failure to provide your original Sales Receipt(s)/Qualifying Purchase upon request within the timeline specified by the Sponsor or its designated agent may result in your request for a Reward being denied. You must keep your original Qualifying Purchase/Sales Receipt(s) until the program closes or until such time as you have receive your Reward if applicable, whichever is first.**

9. **REWARD LIMITS:** There is a limit of one (1) Reward per household regardless of the Reward level a participant is eligible for. Only one (1) Offer Registration Form may be submitted per household. A Reward request must be submitted by one (1) participant from a household and not by multiple participants from a household and this individual may only use one (1) e-mail account. For clarity, there is a limit of one (1) Reward awarded per household during the Upload Receipt Period regardless of how many individuals reside within a household and regardless of the Reward level you are eligible for. A household is defined as a participant personal residential address. If a participant residential address includes a unit or apartment number this unit or apartment number must be identified on a government issued photo identification. Participants can upload as many Sales Receipts as required to reach any Reward level as defined in Section 11.

If a Qualifying Purchase/Sales Receipt contains the purchase of \$50.00 CDN in eligible Participating Products, then the household and participant may not submit any further Qualifying Purchase/Sales Receipts and request any further Rewards. For clarity, an individual cannot make additional claims using an alternate name, e-mail address, and likewise an individual cannot make an additional claim using an alternate household address with the original Qualifying Purchase/Sales Receipt or e-mail address. Business addresses will not be accepted, as a participant residential address for this Offer. Each Qualifying Purchase/Sales Receipt can only be submitted once in relation to this Offer. A participant and household can only use one (1) e-mail address to participate in this Offer even if it is shared by more than one person and all personal information provided must be truthful and accurate. Reward requests must be submitted by the individual participant and not on behalf of another participant. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any household and participant has attempted to: (i) request more than one (1) Reward during the Upload Receipt Period; (ii) use a Qualifying Purchase/Sales Receipt more than one (1) time; (iii) falsely submit a Qualifying Purchase/Sales Receipt without legitimately obtaining a Qualifying Purchase/Sales Receipt in accordance with these Terms; (iv) uploaded a Qualifying Purchase/Sales Receipt or other information that has been falsified, manipulated or otherwise altered in any way; and/or (v) use multiple names or household addresses, multiple identities, multiple e-mail addresses, 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/or spirit of these Terms to participate in or otherwise to disrupt this Offer; then he/she may be disqualified from participating in this Offer and their Reward may become null and void in the sole and

absolute discretion of the Sponsor. All decisions of Sponsor are final and binding. Your Reward request may be rejected if (in the sole and absolute discretion of the Sponsor) the Offer Registration Form is not fully completed with all required information and submitted and received in accordance with these Terms. The Sponsor, Offer Parties, and each of their respective employees, 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, incomplete or incompatible Qualifying Purchase/Sales Receipt upload, Reward request and/or other information (all of which are void).

**10. VERIFICATION:** All Qualifying Purchases, Sales Receipts, including online order pick up or delivery confirmation record(s), Reward requests, and participants are subject to verification at any time and for any reason. The Sponsor or its designated agent 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 a Qualifying Purchase, Sales Receipt or request for Reward, and/or other information entered (or purportedly entered) for the purposes of this Offer; and/or (iii) for any other reason the Sponsor or its designated agent 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. Failure to provide such proof to the complete satisfaction of the Sponsor or its designated agent within the timeline specified by the Sponsor or its designated agent may result in disqualification of the participant and receiving if applicable his/her Reward request in the sole and absolute discretion of the Sponsor or its designated agent. Proof of transmission (screenshots or capture of any webpages etc.) or attempted transmission of a Qualifying Purchase, Reward request or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Offer’s computers or Sponsor or its designated agent. The sole determinant of time for the purposes of this Offer will be the official time-keeping device(s) used by the Sponsor. All personal and other information requested by and supplied to the Sponsor or its designated agent for the purpose of administering this Offer must be truthful, complete, and accurate and in no way misleading. The Sponsor or its designated agent reserves the right; in its sole discretion to disqualify any participant should such participant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information. There shall be no recourse against the Sponsor or any Released Party in relation to any null and void Reward request or a participant being disqualified from participating in this Offer.

**11. REWARDS:** At the time a participant completes the Offer Registration Form they will be required to select one (1) of the grocery retailers or the coupon offer listed below (each a “**Retailer**” and collectively the “**Retailers**”). The selected Retailer that a participant selects will be the preferred Retailer for the duration of the Offer. For clarity, no change in a participant’s selected Retailer will be permitted after registration. A participant can verify/check their Reward status on the Offer Website at any time by selecting “My Rewards” to see where they are in regards to reaching any of the three (3) Reward levels (as defined below). In addition

each Qualifying Purchase confirmation e-mail sent will include a link to the “My Rewards” page. A participant has the opportunity to claim their eligible Reward by selecting the “Cash Out” button or can continue to purchase Participating Products to reach the next Reward level subject to the available time remaining in the Purchase Period and not to exceed the Third Reward level. **NOTE:** When a participant reaches the third (3rd) Reward level, being a \$25.00 CDN Reward, the participant will be sent an e-mail requesting that they Cash Out in order to receive their Reward. Rewards are mailed by standard mail service within eight (8) weeks of Cashing Out. Retailers have no involvement with the issuance of the Rewards and will bear no liability or responsibility in connection with this Offer. Sponsor is not responsible for any theft, mis-delivery or any other failure by a participant to receive any Reward.

<b>Participating Retailers</b>  <b>Each individual Retailer name that appears within any sub-section below is considered part of the Retailer gift card.</b>	<b>Rewards will be issued as a Retailer gift card</b>
Loblaws; No Frills; Real Canadian Superstore; Valu-Mart; Your Independent Grocer; Zehrs Markets; Fortinos; Independent City Market; Extra Foods; Bloor Street Market  Maxi; Maxi & Cie; Provigo; Atlantic Superstore; Dominion Stores; Save Easy	Loblaws (PC)
Metro; Food Basics, Metro Plus, Brunet	Metro
Sobey's; Safeway; IGA; Foodland; FreshCo; Thrifty Foods; Lawtons Drugs; Price Chopper; Needs	Sobeys
Save on Foods; Price Smart Foods; Urban Fare; Overwaitea Foods	Save on Foods
Calgary Co-Op	Calgary Co-Op
Longo's	Longo's
Shoppers Drug Mart; Pharmaprix	Shoppers Drug Mart / Pharmaprix
Walmart	Walmart
Other retailers	Manufacturer coupon. See below for coupon terms.

There will be three (3) Reward levels available and each level is defined as a “**Reward**” and collectively the “**Rewards**”).

Reward level	Accumulated Total Spend, required in qualifying Participating Products (minus any coupons or discounts received and before any applicable taxes shown on a submitted Qualifying Purchase)	Reward level awarded
First	\$15.00 CDN Total Spend	\$5.00 CDN Reward
Second	\$25.00 CDN Total Spend	\$10.00 CDN Reward
Third	\$50.00 CDN Total Spend	\$25.00 CDN Reward

**Rewards will be issued as a \$5.00 CDN retailer gift card or coupon and in instances where the Reward level is greater than \$5.00 CDN the Reward may be issued / sent as multiple \$5.00 CDN retailer gift cards or coupons or in any other denomination that the Sponsor or its designated agent has available.**

**Grocery gift cards:** A participant must present the original grocery gift card at the time of redemption. Photocopies, scans, or digital images of a grocery gift card will not be accepted. Grocery gift cards are subject to the terms and conditions of the issuer and cannot be exchanged for cash or otherwise. If a purchase exceeds the value of the grocery gift card, the participant will be responsible for any amount due which is over the value of the grocery gift card (or the available balance at the time of purchase) (including applicable taxes). If any purchase does not exceed the grocery gift card value, the remaining available balance will not be paid in cash to the participant but will remain on the grocery gift card as applicable. Retailer grocery gift cards have no expiry date. Grocery gift cards cannot be redeemed for cash, except as required by law.

**Coupons: Each \$5.00 CDN Maple Leaf® manufacturer coupon will expire on January 31, 2025.** Coupons are redeemable against the purchase of any Maple Leaf® Natural Top Dogs™; Maple Leaf® Natural Hot Dogs; Maple Leaf® Natural Smoked Sausage; Maple Leaf® Rotisserie Chicken Legs; Maple Leaf® Canadian Maple & Apple Pork Tenderloin; or Maple Leaf® Pulled Pork products available in Canadian stores, while quantities last. Coupons are subject to the terms and conditions stated on the coupon and are redeemable at participating Canadian retailers and original coupons must be presented at the time of a purchase. If a purchase value is less than the coupon value, no difference will be paid in cash to the participant. If a purchase value exceeds the coupon value, the participant will be responsible for any amount due which is over the value of the coupon. Coupon redemption is subject to available inventory at participating Canadian retailers. Participants are solely responsible for all costs not expressly described as included herein, including his/her own transportation to and from the store location and any other expenses.

**Reward Delivery:** Rewards will be sent by standard mail service within an eight (8) week period from the date the participant Cashed Out for their Reward or if a participant Cashed Out between September 8, 2024 at 12:00:01 A.M. EDT and September 16, 2024 at 11:59:59 P.M. EDT or if a participant did not Cash Out for their eligible Reward as of September 17, 2024, the participant will be automatically Cashed Out by the Sponsor or its designated agent and their eligible Reward will be sent by standard mail service on or about October 21, 2024. Rewards will be sent, by standard mail service to the Canadian residential mailing address provided by the participant at the time of registration. It is the participant's responsibility to check their residential mailbox for their Reward. If any Reward is returned as undeliverable for any reason whatsoever, the participant will forfeit their Reward and the Reward will not be re-awarded nor re-delivered at a later date.

Without limiting the generality of the foregoing, all Rewards are awarded and must be accepted "as is". No substitutions of a Reward will be made, except at Sponsor's option. The Sponsor reserves the right, in its sole and absolute discretion, to substitute a Reward with another type of Reward for the equivalent value of the eligible Reward level. A Reward will only be awarded to the participant whose verifiable full name and valid e-mail address appears on the Offer Registration Form associated with the Reward request in question. By accepting a Reward, each participant agrees to waive all recourse against the Released Parties if their Reward does not prove satisfactory, either in whole or in part.

None of the Released Parties make any representation or offer any warranty, express or implied, as to the quality or fitness of a Reward in connection with the Offer. To the fullest extent permitted by applicable law, each Reward recipient understands and acknowledges that they may not seek reimbursement from, or pursue any legal or equitable remedy against, either the Sponsor or any of the other Released Parties should their Reward 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 Reward, each Reward participant agrees to waive all recourse against the Released Parties if their Reward does not prove satisfactory, either in whole or in part.

**12. PARTICIPANT:** If it is discovered that a participant made any false statement in any document related to the Offer, the applicable Reward must promptly be returned to the Sponsor upon demand.

**13. CONDITIONS OF PARTICIPATION:** By participating, uploading and submitting Qualifying Purchase(s) into this Offer, and completing the Offer Registration Form, eligible participants acknowledge compliance with these Terms including all eligibility requirements; agree to abide by these Terms and by the decisions of the Sponsor with respect to all aspects of the Offer, including without limitation any decision respecting the eligibility or the identity of any person who participates or attempts to participate in the Offer. All decisions of the Sponsor are final and binding on all persons who participate in this Offer. Participants who have not complied with these Terms will be disqualified and any Reward request will be null and voided.

14. **DISPUTE:** In the event of a dispute as to the identity of a participant or submitted Qualifying Purchase, or Cashed Out for a Reward will be deemed to have been made by the authorized account holder of the e-mail address submitted at the time of request. An "authorized account holder" is defined as the natural person assigned to an e-mail address by an Internet service provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail addresses. Any participant may be requested to show proof of being the authorized account holder for the e-mail address associated with the Qualifying Purchase and/or requested Reward.

15. **GENERAL:** All Qualifying Requests, including images of Sales Receipts or online order pick-up or delivery confirmation records, become the property of the Sponsor and all such will not be returned. The Sponsor and its designated representatives do not assume any responsibility for, and are not responsible for: (i) the incorrect or inaccurate capture of any information submitted during the Upload Receipt Period; (ii) Reward requests that fail to comply with these Terms; (iii) any loss, damage, or claims caused by the delivered Reward or the Offer itself; (iv) any technical or communications failures affecting the Offer or the awarding of a Reward, or causing damage or injury to any person or device, including without limitation, any failure of the website during the Upload Receipt Period, any technical or communications problems, any human or technical error, any printing or production errors, any lost, misdirected, delayed or garbled data or transmissions or Reward, any omissions, any interruption, any deletion, any defect, any failure of any telephone or computer lines, any technical malfunction of any computer on-line systems, servers, access providers, computer equipment or software, any failure of any e-mail or other electronic message, any loss or non-recording of any Qualifying Purchase or request for a Reward on account of technical problems or traffic congestion on the Internet or at any website, or otherwise, any loss or delay in delivery by the third party delivery service, any combination of the foregoing, or any injury or damage to an eligible participant, including without limitation any injury or damage caused by a cyber or "hacking" incident, or any loss or injury or damage to any participant's computer or other electronic devices, related to or resulting from uploading or downloading any material in the Offer, all of which may affect a person's ability to participate in the Offer; or (v) any other matter whatsoever. Qualifying Purchases or request for a Reward, material or data that has been tampered with or altered will be void. Sponsor and the Released Parties shall have no responsibility whatsoever for printing, Rewards, programming, or production errors, or damage to the Participant caused by the nature of the internet and breach of privacy.

16. **GOVERNING LAW:** To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms 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 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 Ontario regarding any action to enforce (or which otherwise

relates to) these Terms or in relation to this Offer. The Offer is void where prohibited by law and is subject to all applicable federal, provincial/territorial and municipal laws.

**17. DISQUALIFICATION:** It is the responsibility of any eligible participant who submits a Qualifying Purchase or request a Reward, into this Offer to ensure that he/she has complied in full with all of the conditions and requirements contained in these Terms. In addition to any other rights of the Sponsor contained in these Terms, the Sponsor reserves the right in its sole discretion to disqualify any participant who is found to be tampering with the submission process, or with the operation of the Offer, to be acting in violation of these Terms, or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Offer, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from and against any such participant to the fullest extent permitted by law. Reward requests generated by script, macro, programmed, robotic or other automated means are prohibited and will be null and voided.

**18. DISCREPANCIES:** In the event of any discrepancy or inconsistency between the terms and conditions of these English Terms and disclosures or other statements contained in any Offer-related materials, including, but not limited to: the Offer Registration Form, e-mail notifications/correspondence, website, French version of these Terms, point of sale materials, television, print or online advertising and/or any instructions or interpretations of these Terms given by any representative of the Sponsor; the terms and conditions of these English Terms shall prevail, govern and control to the fullest extent permitted by law.

**19. FORCE MAJEURE/PRINTING AND PROMOTION ERRORS:** The Sponsor reserves the right to suspend or terminate this Offer or to amend, enlarge or modify these Terms at any time and in any way, without prior notice. Without limiting the generality of the foregoing, the Sponsor reserves the right, without prior notice and at any time, to terminate the Offer, in whole or in part, or to modify, or suspend the Offer in any way, if it determines, in its sole discretion, that the Offer is impaired or corrupted in any way or that fraud or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors) have destroyed or severely undermined the integrity, and/or feasibility of the Offer, in whole or in part. In the event the Sponsor is impeded or prevented from continuing with the Offer as planned or intended by any event beyond its control, including, but not limited to fraud, cyber incident or “hack”, technical problems, failure or malfunctions, fire, flood, natural or manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any Federal, Provincial, or local government law, order, or regulation, public health crisis, the order of any court or government agency of applicable jurisdiction, or by any other cause not reasonably within the Sponsor’s control, the Sponsor shall have the right in its sole discretion to modify, suspend, or terminate the Offer. Subject to the provisions of these Terms, only the type of Rewards described in these Terms will be awarded in this Offer.



20.**INVALIDITY:** The invalidity or unenforceability of any provision of these Terms 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 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. Headings and captions are used in these Terms solely for ease of reference and shall not be deemed or considered to affect in any manner the meaning or intent of these Terms or any provision hereof. These Terms cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsor. Subject to the provisions of these Terms, employees of the Sponsor, or of any of its representatives, are not authorized to modify, amend or waive these Terms.

21.**INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trademarks, trade names, designs, Offer materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by Sponsor and their respective affiliates or authorized licensors. All rights are reserved. Unauthorized copying or use of any copyrighted materials or intellectual property without the express written consent of its owner is strictly prohibited.

22.**CONSENT TO USE PERSONAL INFORMATION:** The Sponsor respects your right to privacy. To view Maple Leaf Foods Inc. privacy policy, visit <http://www.mapleleaffoods.com/privacy-policy/>. By participating in this Offer, participants consent to the use of their personal information for the purpose of administering the Offer, for the purposes set out in these Terms, and in accordance with the Sponsor's privacy policy. In the course of conducting this Offer, the Sponsor will acquire certain personal information as submitted by persons seeking to participate in this Offer. If any such person chooses to "opt into" receiving future promotional communications from the Sponsor, the Sponsor from time to time will send that person e-mail notifications of other offers, contests, products, news and other matters which the Sponsor deems is of public interest. A person can ask the Sponsor to remove their name from that e-mail list by contacting the Sponsor in the manner specified in the Sponsor's privacy policy on the Sponsor's website at <http://www.mapleleaffoods.com/privacy-policy/>.