

“GOODNESS THAT LASTS” CONTEST
Contest Rules (the “**Contest Rules**”)

NO PURCHASE NECESSARY.

I. DESCRIPTION OF CONTEST AND CONTEST PERIOD

The “**GOODNESS THAT LASTS**” Contest (the “**Contest**”) is run by Les Rôtisseries St-Hubert Ltée (the “**Organizer**”). The Contest begins on Thursday, August 5, 2021, at 11:00:01 a.m. Eastern Time (ET) and ends on Monday, October 4, 2021, at 11:59:59 p.m. ET (the “**Contest Period**”). The clock used by the Organizer will be the official clock used to determine the date and time of receipt of an Entry (as defined below).

II. ELIGIBILITY

Persons eligible to enter or participate in the Contest must meet the following criteria at the time of their Entry (as defined below): they must be a legal resident of Canada and have reached the age of majority in their province or territory of residence (the “**Entrant**” or collectively the “**Entrants**”).

Employees, officers, directors, shareholders, agents, representatives or mandataries of the Organizer and of its subsidiaries, related companies, franchisees, affiliates, advertising and promotional agencies and Contest prize providers, including members of their immediate family (father, mother, siblings, children), legal or common-law spouse, and any individuals with whom they reside, whether related to them or not, are not eligible to enter or participate in the Contest.

III. HOW TO ENTER

There is one way to access the Contest entry form and enter:

- a) Locate and scan at least one of the Contest QR Codes, which can be found at rotisseries, in grocery stores, and on the Organizer’s social networks. **A total of 15 different QR codes are available** during the Contest Period, including the attached code.



- b) Once an Entrant has scanned a Contest QR code, he/she will be redirected to the Contest Website at contest.st-hubert.com (the “**Contest Website**”). Entrants must fill out all the required fields on the Contest entry form, including their email address and full name. In addition, by entering the Contest, Entrants must also agree to comply with these Contest Rules and the Organizer’s privacy policy by checking the box indicated. By clicking the “ENTER THE CONTEST” button on the entry form, Entrants immediately receive one “**Entry.**”

MAXIMUM NUMBER OF ENTRIES AND LIMITS

Entrants may submit up to 15 Entries during the Contest Period. A total of 15 different QR codes related to the Contest are available in rotisseries, at grocery stores, and on the Organizer’s social networks during the Contest Period. Each different QR code may only be used once by Entrants during the Contest Period.

Upon obtaining an Entry, Entrants will be taken to a confirmation page. The number of Entries obtained during the Contest Period will be indicated at the top of this page. Entrants are identified through their email address.

- Up to fifteen (15) Entries per Entrant during the Contest Period.
- All Prizes are awarded by random draw.
- There is one (1) Grand Prize.
- Only one (1) Secondary Prize may be awarded per Entrant.
- Secondary Prize Winners are eligible for the Grand Prize.

Entrants must submit each Entry personally. Only one (1) email address may be used by Entrants for the Contest. Entries that are mechanically reproduced, falsified or altered are null and void. The Organizer is not responsible for lost, delayed, undelivered or invalid Entries, which will be disqualified. All Entries will become the exclusive property of the Organizer.

Any attempt by an Entrant to obtain more than the authorized number of Entries by using multiple email addresses, identities, registrations, login credentials, or any other method will result in the cancellation of the Entrant's Entries, and the Entrant may be disqualified at the Organizer's sole discretion. Use of an automated system (including, without being limited to, Entries submitted using robots, scripts, macro commands or other automated service) to participate in the Contest is prohibited and will result in the Entrant being disqualified. In the event of a dispute about the identity of a person who has submitted an Entry, the authorized account holder of the email address used to enter the contest will be considered as the Entrant. The "authorized account holder" is the person assigned the email address by an Internet service provider, online service provider, or the organization responsible for assigning the account to the email address. Selected Entrants may be required to provide proof that they are authorized account holders for a given account.

IV. PRIZES

A. GRAND PRIZE. One (1) Grand Prize will be available to be won for the Contest.

A 24-month lease of a 2021 Volkswagen ID.4 GLACIER WHITE METALLIC electric SUV (up to 16,000 km/year or 32,000 km for the term of the lease), with an approximate value of nineteen thousand dollars (\$19,000) before taxes and twenty-one thousand eight hundred and fifty dollars (\$21,850) including taxes applicable to the Lease in the province of Quebec, but that may vary depending on the winner's province or territory of residence (the "Lease"). The Prize includes all inspection fees and the cost of delivery at the location set forth in paragraph V of these Rules but excludes insurance, vehicle license and registration fees and any other costs related to the Lease. The following details and conditions apply to the Lease:

- I. The Winner must sign the standard lease agreement of dealership Automobiles Lafontaine (2000) Inc., operating as Volkswagen Laurentides ("**Volkswagen Laurentides**"), and the terms of said agreement will apply to the Lease. The Winner may be required to pay for any additional options or extras, such as accessories, related to the vehicle that he/she wishes to select, if offered by Volkswagen Laurentides, at the latter's sole discretion.
- II. The Winner is responsible for maintaining a valid driver's licence as well as assuming the cost of insurance and registration for the vehicle, excess mileage, and any abnormal or excessive wear and tear, plus all vehicle maintenance costs, including fuel. Without limiting the generality of the preceding, if the limit of 16,000 km/year or 32,000 km for the term of the

lease is exceeded, additional charges will be payable for excess mileage, as per the terms of the lease agreement. At the end of the Lease, the vehicle must be returned by the Winner to Volkswagen Laurentides in acceptable condition according to the lease agreement, failing which the Winner will be required to pay for repairs deemed necessary by Volkswagen Laurentides, under the terms of the lease agreement.

- III. To be declared a Winner in accordance with paragraph V of these Rules and for leasing purposes, the Winner must be eligible for financing from Volkswagen Credit Canada, financial services provider to the Volkswagen Laurentides dealership.
- IV. The Lease is non-exchangeable, non-refundable, has no cash surrender value, and must be accepted by the Winner as awarded, without substitution. The vehicle to be leased will be selected by the Organizer at its sole discretion and may differ from the photos used in the advertising or promotional materials (including, without being limited to, print advertising, the Contest Website, electronic advertising, and web banner advertising). In the event the vehicle selected for the Lease is not available for any reason whatsoever, the Organizer reserves the right, at its sole discretion, to substitute a vehicle of equal or greater value among similar Volkswagen models or to offer the equivalent value of the Lease in cash.
- V. The approximate retail value of the Grand Prize in Canadian currency is nineteen thousand dollars (\$19,000) before taxes and twenty-one thousand eight hundred and fifty dollars (\$21,850) including taxes applicable to the Lease in the province of Quebec, but may vary depending on the Winner's province or territory of residence.

All fees and costs other than those specifically included in the Grand Prize as described above will be the responsibility of the Winner.

B. SECONDARY PRIZES. A total of seventy (70) Secondary Prizes are available to be won during the Contest Period. The total approximate value of the Secondary Prizes is six thousand eight hundred and sixty dollars (CAD \$6,860). The approximate value of the Secondary Prizes is in Canadian currency and does not include the amount of applicable taxes in the province or territory of the winners. Each Secondary Prize consists of:

- a. A St-Hubert gift card valued at fifty (50) dollars; and
- b. A set of three (3) coupons redeemable for one (1) St-Hubert product in grocery stores valued at up to fifteen dollars and ninety-nine cents (\$15.99) each, for a total value of forty-eight (48) dollars.

The total approximate value of the Grand Prize, before taxes, and the Secondary Prizes (collectively the "**Prizes**" and individually a "**Prize**") is twenty-five thousand eight hundred and sixty dollars in Canadian currency (CAD \$25,860).

Prizes will be awarded only to persons whose full name and valid information appear on the Contest entry form. Prizes must be accepted as described in these Contest Rules and may not, under any circumstances, be transferred, in whole or in part, to another individual, replaced with another prize, or exchanged for cash, except at the Organizer's sole discretion, when provided in these Contest Rules. Winners will not be entitled to the difference, if any, between the approximate value of a Prize and the actual value. If part of a Prize is not used, either in whole or in part, no monetary compensation will be provided.

At any time and for any reason whatsoever, the Organizer reserves the right to replace, in whole or in part, a Prize described in these Contest Rules with a similar prize of equal or greater value or, at its sole discretion, assign its monetary value as set out in these Contest Rules.

V. SELECTION AND AWARD OF PRIZES

GRAND PRIZE

On October 7, 2021 at the office of the agency representing the Organizer located at 85 Saint-Paul St. West, Suite 120, Montreal, Quebec, H2Y 3V4, at approximately 2:00 p.m. ET, there will be one (1) random draw of one (1) Entry from among all eligible Entries received during the Grand Prize Contest Period (including all Secondary Prize Winners' Entries). The odds of winning the Grand Prize depend on the number of eligible Entries received during the Contest Period.

The agency representing the Organizer will contact the Entrant selected in the Grand Prize by email within twenty-four (24) hours of the draw at the email address provided at the time of entry. The selected Entrant must then contact the Organizer within forty-eight (48) hours of the aforementioned Organizer's notice, as per the Organizer's instructions.

In the event the Organizer is unable to contact the selected Entrant or the latter fails to contact the Organizer for any reason whatsoever to claim the Grand Prize within the above-mentioned time period, the Organizer reserves the right, at its sole discretion, to conduct another draw to attempt to award the Grand Prize until the Grand Prize is awarded in accordance with the above-mentioned procedure. In no case shall the Organizer be required to award more than one (1) Grand Prize or award a Grand Prize otherwise than as set out in these Contest Rules.

To be declared the Grand Prize Winner (the "**Winner**"), the selected Entrant must abide by all the Contest Rules and meet the Contest eligibility requirements, as well as comply with the following:

1. Provide proof of a valid driver's licence;
2. Provide satisfactory proof of insurance;
3. be approved for financing by Volkswagen Credit Canada, financial services provider to the Volkswagen Laurentides dealership;
4. Sign a "**Contest Waiver and Release**" sent by the Organizer. This document must be returned to the Organizer within forty-eight (48) hours of being sent to the selected Entrant or within a time period otherwise specified by the Organizer;
5. Correctly answer, without assistance, mechanical or otherwise, a mathematical skill-testing question administered at a mutually acceptable time by telephone; and
6. At the Organizer's request, provide an additional piece of photo ID.

If the selected Entrant is unable to meet all of the above requirements, he/she cannot be declared the Grand Prize Winner and the Organizer will use the procedure for selecting another Entrant, who may be disqualified in the same manner.

The vehicle part of the Lease will be made available at the Volkswagen Laurentides dealership at 85 John-F.-Kennedy St., Saint-Jérôme, Quebec J7Y 4B5 within fourteen (14) weeks following receipt of the Contest Waiver and Release completed by the Winner, depending on the vehicle availability. The Winner must go to the above address to take possession of the vehicle at his/her own expense. Before the vehicle is released by the Volkswagen Laurentides dealership, the Winner must first provide proof of a valid driver's licence, satisfactory proof of insurance, and be approved for financing by Volkswagen Credit Canada. The Winner must take possession of the vehicle under the Lease on a date determined by the Organizer, as part of an official Grand Prize award ceremony to be held on the premises of the Volkswagen Laurentides dealership at the above address. The Winner agrees that the Organizer and its authorized agents may take photographs and video images during the above

ceremony and that they may use such photographs and video images for promotional purposes as provided for in clause VI of these Contest Rules.

SECONDARY PRIZES

There will be nine (9) weekly draws for the Secondary Prizes during the Contest Period. At each draw, the number of Entrants listed in the table below will be drawn. These draws will be made from among the Eligible Entries received at the time of the given draw. The following are the dates of the draws held at the offices of the agency representing the Organizer located at 85 Saint-Paul St. West, Suite 120, Montreal, Quebec, H2Y 3V4, at approximately 2:00 p.m. ET:

Date of draw	Number of entries drawn
August 12, 2021	7
August 19, 2021	7
August 26, 2021	8
September 2, 2021	8
September 9, 2021	8
September 16, 2021	8
September 23, 2021	8
September 30, 2021	8
October 7	8

The odds of winning a Secondary Prize depend on the number of valid Entries received at the time of the given draw (see dates above).

The agency representing the Organizer will contact the selected Entrant by email within forty-eight (48) hours of the draw at the email address provided at the time of registration. The selected Entrant must then contact the Organizer within forty-eight (48) hours of the aforementioned Organizer's notice, as per the Organizer's instructions.

In the event the Organizer is unable to contact the selected Entrant or if the latter fails to contact the Organizer for any reason whatsoever to claim a Secondary Prize within the above-mentioned time period, the Organizer reserves the right, at its sole discretion, to conduct another draw following the one held on October 7, 2021, in order to attempt to award the Secondary Prize, or to not award the unclaimed Secondary Prize. In no case shall the Organizer be required to award more Secondary Prizes or award said prizes otherwise than as set out in these Contest Rules.

To be declared a Secondary Prize winner, the selected Entrant must abide by all the Contest Rules and meet the Contest eligibility requirements, as well as comply with the following:

1. Sign a "**Contest Waiver and Release**" sent by the Organizer. This document must be returned to the Organizer within forty-eight (48) hours of being sent to the selected Entrant or within a time period otherwise specified by the Organizer;
2. Correctly answer, without assistance, mechanical or otherwise, a mathematical skill-testing question administered at a mutually acceptable time by telephone; and
3. At the Organizer's request, provide an additional piece of photo ID.

If the selected Entrant is unable to meet all of the above requirements, he/she cannot be declared a Secondary Prize winner and the Organizer will use the above-mentioned procedure for selecting

another Entrant, who may be disqualified in the same manner. The Secondary Prizes will be sent to the Winners by mail at the address provided in the Contest Waiver and Release.

VI. GENERAL CONDITIONS

Personal information. The Organizer and its authorized agents will collect, use, and share the personal information provided by the Entrants when entering the Contest to manage and administer the Contest and the awarding of the Grand Prize and Secondary Prizes. All Winners authorize the Organizer and its authorized agents to use their name, photograph, city, voice, images and/or statements in relation to their Prize for advertising purposes in any media currently known or to be developed in the future, including on the Internet, at any time, in perpetuity, without any form of compensation or notice. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE WINNER AND ALL WINNERS UNDERSTAND THAT THEIR NAME, PHOTOGRAPH, CITY, VOICE, IMAGES AND/OR STATEMENTS IN RELATION TO THEIR PRIZE MAY BE USED BY THE ORGANIZER AND ITS AUTHORIZED AGENTS IN ANY MANNER WHATSOEVER, INCLUDING ON ADVERTISEMENTS, TELEVISION, RADIO, PRINT ADS, PROMOTIONAL VIDEOS, ONLINE ADS, WEBSITES, OR SOCIAL MEDIA SITES. Further communications with respect to the Organizer's products, contests and other promotional offers may be offered by the Organizer. No business or other communication unrelated to this Contest will be sent to Entrants unless expressly authorized by them, except as provided by applicable laws. Please refer to the Organizer's Privacy Policy for more information on how your personal data is managed: <https://www.st-hubert.com/en/privacy.html>

No representations or warranties. To the fullest extent permitted by applicable law, the Organizer makes no representations or warranties, either express or implied, with respect to the quality or value of any Prize awarded during the Contest.

Contest conduct and disqualification. The Organizer reserves the right, at its sole discretion, to cancel an Entrant's entry form or to disqualify an Entrant from this Contest and/or exclude them from any future Contests or promotions held by the Organizer if 1) they fail to comply with each of the terms of these Contest Rules; 2) they participate or attempt to participate in this Contest by any means contrary to these Contest Rules or unfair to other Entrants; or 3) they are suspected of i) directly or indirectly tampering with the conduct of the Contest, ii) making a false statement with respect to their participation, or iii) violating these Contest Rules. Any attempt to deliberately damage any component related to the entry to or administration of the Contest or to sabotage the legitimate operation of the Contest constitutes a violation of civil and criminal laws. If any such attempts are made, the Organizer reserves the right to deliver the Entrant or any other person that is directly or indirectly related to the competent judicial authorities and to seek redress under the law.

Decision by Organizer. The Organizer's decisions with respect to any aspect of the Contest are final and binding. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. The invalidity or unenforceability of any provision of these Contest Rules will not affect the validity or enforceability of any other provision contained herein. If any provision of these Contest Rules is deemed invalid or otherwise unenforceable, these Contest Rules will remain in force and be construed as if the unenforceable provision were not part of these Contest Rules. The paragraph headings are used for reference purposes only and must not affect the interpretation of the Contest Rules.

Limitation of liability. By entering the Contest, Entrants agree to release the Organizer, affiliates, advertising agencies, licensees, franchisees, partners, retailers, distributors, Prize awarders and all

other parties involved in the Contest, along with their respective officers, directors, shareholders, employees, agents, representatives, successors and assigns (collectively, the “**Releasees**”) from any obligation and liability arising from the Entrant’s entry in or attempt to enter the Contest, including, without being limited to:

1. By entering the Contest, Entrants agree to release the Releasees from all obligation and liability regarding any damage or loss caused by any technical problem or malfunction that may disrupt the Contest or the conduct of the Contest, arising from, without being limited to, the malfunction of any computer component, software or communication line, loss or lack of network communication, or any transmission or download that is deficient, incomplete or deleted by a computer or network. The Organizer in no way guarantees that all the components related to the entry in and administration of the Contest, including the Contest Website and/or the St-Hubert mobile app, or any related website, where applicable, will be accessible or functional without interruption during the Contest Period or free from any errors. The use of any component related to the entry in and administration of the Contest is at the Entrant’s own risk. By participating in the Contest, Entrants agree to release the Releasees from any liability with regard to human, typographical, technical or computer errors, printing or network errors that may occur in relation to the administration of the Contest, of the download, counting or processing of entry forms, of the announcement of the Prizes, or in the documents related to the Contest.
2. By participating in the Contest, Entrants agree to release the Releasees from any claim, action, damage, demand, means of action, cause of action, suit, debt, duty, account, surety, agreement, warranty, indemnity, contract or liability of any kind whatsoever arising from or related to entry in or attempt to enter the Contest, including, without being limited to, non-purchase participation emails or lost, incomplete, late or misrouted Contest Waiver and Release forms.
3. By accepting a Prize, the Winner releases the Releasees from any liability, obligation, claim, action, damage, demand, means of action, cause of action, suit, debt, duty, account, surety, agreement, warranty, indemnity, contract or liability of any kind whatsoever arising from or related to acceptance and/or use of the Prize, including, without being limited to, any injury, death, or damage to property or loss of property. The Winner acknowledges that, upon being awarded the Prize, the obligations related to the Prize become the responsibility of the providers of the services and products that make up the Prize, within the limits of applicable law.

Trademarks. VOLKSWAGEN and ID.4 are trademarks of VOLKSWAGEN AKTIENGESELLSCHAFT. This Contest has not been authorized, sponsored or endorsed by VOLKSWAGEN AKTIENGESELLSCHAFT and Volkswagen Canada, including their respective parent companies, subsidiaries, establishments and other operating entities. Les Rôtisseries St-Hubert Ltée is not affiliated with these entities. Furthermore, the image of the vehicle used in the advertisement and promotion of the Contest and the vehicle to be leased are provided by the Volkswagen Laurentides dealership.

Changes to the Contest. The Organizer reserves the right, at its sole discretion, to cancel, end, modify, or suspend this Contest, in whole or in part, without notice or obligation should human intervention or an event occur that could alter or affect the administration, security, impartiality, or normal conduct of the Contest as provided in these Contest Rules, subject to the approval of Quebec’s Régie des alcools, des courses et des jeux, if required.

End of participation in the Contest. Without limiting the generality of the foregoing, if the Contest, or any part thereof, cannot proceed as planned for any reason, including, without being limited to, as a result of a computer virus or bug, tampering, unauthorized intervention, fraud, programming errors or technical malfunctions, which, according to the Organizer, at its sole discretion, corrupt or affect the administration, security, impartiality, integrity or normal conduct of the Contest, the

Organizer may, at its sole discretion, subject only to the Régie's approval for Quebec residents, cancel any suspicious Entry, and: (a) end the Contest, or any part of the Contest; (b) modify or suspend the Contest, or any part of the Contest, to correct the problem, and then resume the Contest, or any part of the Contest, that is in force in a manner that better reflects the spirit of these Contest Rules and/or; (c) award the Prizes among the compliant eligible Entries received prior to the discovery of the problem, in accordance with the winner selection criteria set out herein.

Language. In the event of a discrepancy between the French and English versions of the Rules, the French version will prevail.

Quebec residents only: Disputes concerning the organization or conduct of a promotional contest may be submitted to the Régie des alcools, des courses et des jeux for settlement. Disputes concerning the awarding of a prize may be submitted to the Régie des alcools, des courses et des jeux solely for the purpose of helping the parties reach a settlement.

If you have any questions about the “**GOODNESS THAT LASTS**” contest, please write to:
st-hubert@criagence.ca