

**THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY
AND IS GOVERNED BY CANADIAN LAW**

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

1. KEY DATES:

The *Van Houtte \$25,000 Cash Prize Contest* (the “**Contest**”) is brought to you by Keurig Canada Inc. (the “**Sponsor**”) and is being managed and implemented by Mosaic Sales Solutions (hereinafter the “**Representative**”). The contest begins on October 29, 2020 at 12:00 a.m. Eastern Time (“**ET**”) and ends on December 31, 2020 at 11:59:59 p.m. ET (the “**Contest Period**”). For the purposes of these Official Rules and Regulations (the “**Rules**”), a “**Day**” is defined as commencing at 12:00:00 a.m. ET and ending at 11:59:59 p.m. ET on the same day.

2. ELIGIBILITY:

Contest is open only to residents of Canada who have reached the age of majority in their province or territory of residence at the time of entry; except employees, representatives, agents, officers or directors (and those with whom such persons are living, whether related or not) of the Sponsor, its divisions, subsidiaries, associated and affiliated entities, bottlers, redemption/recycling centres, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the “**Contest Parties**”).

3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Rules.

4. HOW TO OBTAIN A PIN CODE:

NO PURCHASE NECESSARY. At the start of the Contest, there will be a total of approximately three hundred twenty one thousand (321,000) unique ten (10)-digit alphanumeric personal identification numbers (each, a “**PIN**” and collectively, the “**PINs**”) available to enter the Contest, while supplies last. There are three (3) ways to obtain a PIN, while supplies last, as follows:

- a. During the Contest Period, you will receive one (1) PIN, while supplies last, with the purchase of any of the following specially-marked Van Houtte coffee products (each, an “**In-store Participating Product**”) from a participating retailer in Canada:

Van Houtte® K-Cup® pods – House Blend – 30 count
Van Houtte® K-Cup® pods – Colombian Medium – 30 count
Van Houtte® K-Cup® pods – Colombian Dark – 30 count
Van Houtte® K-Cup® pods – Vanilla Hazelnut – 30 count

Not all In-Store Participating Products are available in all regions or at all participating retailers.

Your PIN for In-Store Participating Products will be located on the side panel in the box.

- b. During the Contest Period, visit www.VanHoutte.com or www.Keurig.ca and you will receive by email one (1) PIN with the purchase of any Van Houtte coffee product as so identified on each website referred to herein (each, an “**Online Participating Product**”). NOTE: PINs relating to the purchase of Online Participating Products will be emailed to you by Van Houtte.
- c. **NO PURCHASE NECESSARY.** Alternatively, to obtain one (1) PIN, while supplies last, without making a purchase, print your first name, last name, telephone number, date of birth, complete mailing

address (including postal code) and email address on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a handwritten 100 word (or more) unique and original essay explaining why you would like to win \$25,000 to the following address: 2075 Robert-Bourassa, Suite #310, Montreal, QC, H3A 2L1 (collectively, the **“Request”**). Upon receipt of a Request in accordance with these Rules, you will receive from Van Houtte by email one (1) randomly selected PIN per unique and original Request per envelope with sufficient Canadian postage. To be eligible, a Request must: (i) be received separately in a single envelope bearing sufficient Canadian postage (i.e. multiple Requests in the same envelope will be void); and (ii) be received at the above address by Representative no later than December 18, 2020.

The Contest 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 (all of which are void).

IMPORTANT NOTE: Each PIN is unique and can only be used one (1) time in this Contest. Each PIN will automatically expire after its first use or on **December 31, 2020 at 11:59:59 p.m. ET**, the end of the Contest Period (whichever occurs first). Please retain the original PIN for your records. All PINs submitted are subject to verification in the sole and absolute discretion of the Sponsor. Potential winners may also be required to submit their original proof of purchase and/or proof of the PIN obtained in accordance with these Rules) to confirm that the PIN matches their eligible winning Entry in order to be awarded a Prize. Any PIN and/or other materials that cannot be verified to the complete satisfaction of the Sponsor, in its sole and absolute discretion, is/are subject to immediate disqualification (in which case the Entry associated with such PIN will be declared null and void and any rights to any Prize associated with such PIN will be forfeited in its entirety).

5. HOW TO ENTER:

Once you have a unique and valid PIN legitimately obtained in accordance with these Rules, visit www.VanHoutte.com/Contest (the **“Website”**) and follow the on-screen instructions to obtain the official Contest entry form (the **“Entry Form”**). Fully complete the Entry Form with all required information, which includes (among other things) a requirement to enter your PIN in the space provided. Once you have fully completed the Entry Form with all required information and have agreed to the Rules, follow the on-screen instructions to submit your completed Entry Form (each, an **“Entry”** and collectively, the **“Entries”**). To be eligible, an Entry must be submitted and received in accordance with these Rules during the Contest Period. Once your Entry is complete and duly submitted, you will be eligible to earn one (1) Entry in the random draw for the Prize (See Rule 8).

6. ADDITIONAL RULES:

There is no limit to the number of Entries per person but, each Entry must relate to a unique and valid PIN legitimately obtained in accordance with these Rules. 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: (i) use multiple names, identities, email 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 spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; (ii) falsely enter a PIN without legitimately obtaining a PIN in accordance with these Rules; (iii) re-enter a PIN a subsequent time after its first use; and/or (iv) enter a PIN that has been falsified, manipulated or otherwise altered in any way (all as determined by Sponsor in its sole and absolute discretion); then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. An Entry may be rejected if (in the sole and absolute discretion of the Sponsor) it is not fully completed with all required information (including, but not limited to, providing a unique and valid PIN legitimately obtained in accordance with these Rules) and submitted and received in accordance with these Rules. The Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete Entries (all of which are void).

7. VERIFICATION:

All Entries, Requests and PINs 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 Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry, PIN, Request and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor’s interpretation of the letter and spirit of these Rules. Further, the Sponsor reserves the right to request the original PIN for the purposes of verification. Failure to provide such proof (including, if required, providing the original PIN and/or other materials) 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. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor. Proof of transmission (screenshots or captures etc.) or attempted transmission of an Entry, or of an attempted Entry or of any communication, does not constitute proof of delivery or receipt by the Sponsor.

8. PRIZES:

There are a total of three (3) prizes (each “**Prize**” and collectively, the “**Prizes**”) to be won in relation to this Contest, each being a \$25,000 CAD cash prize, to be awarded in the form of a check.

Prizes must be accepted as awarded and are not transferable, or assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion).

Prize limits: During the Contest Period, there is a limit of one (1) Prize per person and household.

Without limiting the generality of the foregoing, other specifics of each Prize will be at the sole and absolute discretion of the Sponsor and subject to availability.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from neither the Sponsor nor any of the Released Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt but subject to what is otherwise provided for in these Rules, by accepting a Prize, each confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

9. ELIGIBLE PRIZE WINNER SELECTION PROCESS:

On January 6, 2021 (the “**Prize Draw Date**”) at the offices of Mosaic Sales Solutions, 2075 rue Robert-Bourassa, Suite 310, Montreal, QC, H3A 2L1, at approximately 2 p.m. ET, three (3) eligible Entrants will be selected by random draw from among all eligible Entries submitted and received in accordance with these Rules. The odds of winning a Prize depend on the number of eligible Entries submitted and received in accordance with these Rules.

10. PRIZE WINNER NOTIFICATION PROCESS:

The Sponsor or its designated Representative will make a minimum of three (3) attempts to contact each eligible Prize winner (using the information available to the Sponsor) within ten (10) business days of selection as an eligible Prize winner. If an eligible Prize winner cannot be contacted within ten (10) business days of the Sponsor’s first attempted contact, or if there is a return of any notification as undeliverable and/or if any correspondence is not responded to; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible Prize winner in accordance with the applicable procedures as outlined in these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Prize winner).

11. WINNER CONFIRMATION PROCESS:

NO ONE IS A WINNER UNLESS AND UNTIL THE REPRESENTATIVE OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS THE WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, each eligible winner will be required to correctly answer a mathematical skill-testing question without mechanical or other aid (which for the Prize may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release). By participating in the Contest and accepting a Prize, each eligible winner hereby: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. IMPORTANT NOTE: The Representative may, in its sole and absolute discretion, require an eligible winner to sign and return the Sponsor's form of declaration and release prior to confirming the eligible winner as a confirmed winner in accordance with these Rules. If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to properly execute and return any required Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the applicable Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the applicable Prize) and an alternate eligible Prize winner may be selected in accordance with the applicable procedures as outlined in these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Prize winner).

12. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. Subject to what is otherwise provided for in these Rules, the decisions of the Sponsor with respect to all aspects of this Contest 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 RULES 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 Rules. The Sponsor reserves the right to refuse an Entry and/or Request from 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 Entries and/or Requests.

The Released Parties will not be liable for: (i) any failure of any Website or any platform during or after the Contest; (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 information or materials whatsoever to be received, captured, recorded or 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 Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest 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, subject only to the approval of the Régie in Quebec, to cancel, amend or suspend this Contest, or to amend these Rules, 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. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Released Parties be liable for more than the number, type and value of Prizes as stated in these Rules.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with the privacy policy (available at: <https://www.keurig.ca/content/privacy-policy>). 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, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant and/or any other information or materials with these Rules, or as a result of any problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

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

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules 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 Rules or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Quebec 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 Quebec in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

For a list of Prize winners, send a prepaid, self-addressed stamped envelope to the following address: *Van Houtte \$25,000 Cash Prize Contest*, c/o Mosaic Sales Solutions, 2075 Robert-Bourassa Boulevard, Suite 310, Montreal, Quebec, H3A 2L1 between January 22, 2021 and February 26, 2021. Winners' names will be available once all winners are verified and confirmed.