

Corona Sunsets Contest 2024

Short Rules

ENJOY RESPONSIBLY.

†NO PURCHASE NECESSARY. For full contest rules and prize information visit the

Contest Website: <https://www.corona.com/en-ca/sunsetsfestival>. Must be a resident of Canada, legal drinking age in province or territory of residence and hold a valid passport for travel to Brazil (and to the United States should airline connections be required in that country).

To enter once per day, create or log-in to your Contest Website account by i) scanning a QR code on specially marked Corona packaging and marketing materials or ii) visiting the Contest Website. 1 additional entry per day can also be obtained by visiting the Contest Website and scanning any specially marked Corona bottle. 5 prizes available to be won, each consisting of 1 trip for winner and 1 guest to Corona Sunsets Music Festival in Brazil. Prize includes return economy class airfare between Canadian international airport closest to the contest winner's home and Cruz, Brazil (as determined by Contest Sponsor), 4 nights hotel

accommodation (based on double occupancy at hotel selected by Contest Sponsor) (additional nights may be required based on airline schedules), meals at the hotel (as determined by Contest Sponsor), select ground transfers (as determined by Contest Sponsor), 2 festival passes for 2 days in Prea, Brazil, \$1000 CAD spending money allowance for winner only (payment method determined by Contest Sponsor), and taxes on included services (the "**Prize**"). Regional travel restrictions may apply. Dates of travel and destination are subject to change based on festival location. **Alcohol not included in Prize.** Approximate retail value of each Prize is \$11,000 CAD (based on Vancouver departure) and is not transferrable. Random draws to select Prize winners to be conducted on May 27, Jun. 24, Jul. 22, Aug. 19 and Sep. 16, 2024. Non-winning entries carry over to subsequent draw dates. Odds of winning depend on total number of eligible entries received prior to each draw. Skill-testing question required.

Contest Close Date: September 16th, 2024.

OFFICIAL “CORONA SUNSETS 2024” CONTEST RULES

IMPORTANT: PLEASE READ THESE OFFICIAL RULES AND REGULATIONS (“**OFFICIAL RULES**”) BEFORE ENTERING THE 2024 “CORONA SUNSETS” CONTEST (THE “**CONTEST**”). BY ENTERING THE CONTEST, AN ENTRANT REPRESENTS THAT THEY SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS BELOW AND AGREE TO BE BOUND UNCONDITIONALLY BY THESE OFFICIAL RULES AND ALL DECISIONS OF LABATT BREWING COMPANY LIMITED (THE “**CONTEST SPONSOR**”).

NO PURCHASE NECESSARY TO PARTICIPATE. MUST BE LEGAL DRINKING AGE OR OLDER AND A RESIDENT OF CANADA. PLEASE ENJOY RESPONSIBLY.

ELIGIBILITY: To be eligible to participate, you must: (i) be legal drinking age in province or territory of residence and; (ii) be a legal resident of Canada; (iii) hold a valid Canadian passport for travel to Brazil (and to the United States should airline connections be required in that country); and (iv) not be a member of the immediate families of an employee, contractor, agent or representative of the Contest Sponsor, or any of its respective parent companies, subsidiaries, affiliates, agencies, distribution companies, the applicable liquor authorities, participating liquor licensees, prize suppliers, or any of their respective shareholders, trustees, directors, officers, employees or agents, or any person who is domiciled with any of the foregoing persons. For the purpose of the Contest “immediate family” is defined as parent, spouse, sibling, child or any person residing in the same household or domiciled with any such employees or representatives. The Provincial Liquor Authorities are not connected with this contest in any manner whatsoever and are not liable in any way whatsoever in regard to any matter which relates to this contest.

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

CONTEST PERIOD: The Contest begins at approximately 12:01 a.m. EST on or about April 1st, 2024 and ends at 11:59 p.m. EST on September 16th, 2024 (the “**Contest Close Date**”).

HOW TO ENTER & HOW TO WIN: To participate in the Contest, you must have Internet access and a valid email address. During the Contest Period, participants can either: (i) scan a quick response (QR) code printed on specially marked Corona product packaging and marketing material (“**Products**”) or (ii) visit <https://www.corona.com/en-ca/sunsetsfestival> (the “**Contest Website**”) for details on how to enter the Contest without purchase. Upon scanning a valid QR Code, you will be re-directed to the Contest Website where you can find the full Contest Rules, prize description and be prompted to create an account (if visiting the Contest Website for the first time) or log-in to your account to submit daily entries. **All entrants are required to register an account to be eligible to participate in the Contest.**

Creating an Account

To create an account, you must complete the account registration form in its entirety by:

- a) providing a valid email address, your full legal name, email address, postal code and date of birth;
- b) confirming that you are a resident of Canada and are of legal drinking age in your province or territory of residence; and
- c) agreeing to be bound by the Contest Rules and Contest Sponsor's Terms of Use and Privacy Policy; and
- d) creating a secure account password that will be linked to the account.

We strongly recommend that you do not disclose your password to anyone. We will never ask you for your password in any unsolicited communication, such as letters, phone calls, or email messages.

Submitting Entries

There are three (3) ways to enter the Contest (collectively, the "**Entries**") after creating an account and logging in:

- i) Scan any valid QR code or visit the Contest Website to log-in to your account (between 12:01 a.m. and 11:59 p.m. on each calendar day) ("**Day**") to submit one (1) entry per day ("**Daily Entry**");
- ii) Following submission of a Daily Entry, eligible entrants will receive the option to "GET MORE CHANCES TO WIN" where you can obtain one (1) additional entry by scanning any specially marked Corona bottle ("**Additional Entry**"). For an Additional Entry to be registered, follow the on-screen instructions to scan a specially marked bottle using your mobile device. The bottle must be appropriately positioned within the on-screen frame to ensure that the QR code on the packaging is visible while scanning. Once the bottle has been scanned correctly, you will receive a message confirming that the Additional Entry has been submitted; or
- iii) If you do not have a Corona bottle to scan, eligible entrants may obtain an additional entry per Day without purchase by clicking "I do not have a bottle to scan", entering the code provided and clicking "submit".

Following submission of an Entry, you will be provided with an Entry Confirmation Number confirming that you have successfully entered the Contest.

Limit of two (2) Entries per person, per Day during the Contest Period. Entries must be received prior to the Contest Close Date. Entries received after the Contest Close Date are void. Contest Sponsor reserves the right to disqualify Entries for any reason whatsoever at its sole discretion. All decisions of the Contest Sponsor shall be final and will not be subject to appeal. No other form of submitting an entry is valid other than as stated above. Multiple participants may not share the same email address. Participants may not enter with multiple email addresses or multiple accounts, nor may participants use any other device to enter under multiple identities. Any participant who attempts to enter with multiple email addresses or

accounts under multiple identities will be disqualified and forfeits any prize won, in the Contest Sponsor's sole discretion.

No responsibility is assumed by the Contest Sponsor for any inability of a potential entrant to successfully enter the Contest for any reason. The Contest Sponsor is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Proof of transmission (e.g. screenshots) does not constitute proof of receipt.

GRAND PRIZE: There are a total of five (5) prizes available to be won. Each prize consists of: one (1) trip for contest winner and one (1) guest to Cruz, Brazil (or other Brazilian airport determined by Contest Sponsor) to attend the 2024 Corona Sunsets Music Festival (the "**Prize**"). The Prize includes return economy class airfare between Canadian international airport closest to the contest winner's home and Cruz, Brazil, four (4) nights hotel accommodation (based on double occupancy at hotel selected by Contest Sponsor)(additional nights may be required based on airline schedules), select meals at the hotel (as determined by Contest Sponsor), ground transfers between hotel and airport in Brazil and between hotel and festival site, two (2) Corona Sunsets Music Festival passes to attend two (2) days in Prea, Brazil (date, venue and destination to be determined by Contest Sponsor and is subject to change), \$1,000CAD spending money allowance (payable to winner only in form of pre-paid credit card or interac e-transfer) and taxes on included services. Dates of travel to take place in November 2024 or December 2024 and are subject to change based on Canadian airport of departure and venue schedule. Travel documentation (including valid passport for travel to Brazil and to the United States should airline connections be required in that country), insurance, taxes, gratuities, additional transportation, food and beverage, medical vaccinations and/or proof of vaccinations where required for entry, and all other personal charges and expenses not specifically included in the above description are the sole responsibility of the contest winner and guest. Contest winner must hold a valid credit card for check-in, incidentals and security deposits as required by hotel(s) at time of travel. Contest Sponsor reserves the right to provide a substitute prize (or a portion thereof) of similar value to the Contest winner or award the approximate retail value as a cash prize in lieu upon written request. Alcohol is not a part of the Prize. The approximate retail value of each trip is \$11,000 CAD (based on Vancouver Departure) and is not transferrable. The Contest Sponsor is not liable if travel is impeded or refused by reason or decisions of any governmental authorities (foreign or domestic), or other airline or airport authorities. Regional travel restrictions may apply. Please consult local, provincial, and federal guidelines for travel restrictions related to COVID-19 prior to booking or participating in travel experiences.

ODDS: The odds of winning a Prize depend on the number of eligible entries received prior to the applicable Draw Date (described below). Any entries (as defined in "**How to Enter & How to Win**") that are not drawn during a Draw Date will carry over to any subsequent Draw Date throughout the Contest Period.

AWARDING OF PRIZES: The Contest will consist of five (5) draws during which the Contest Sponsor will randomly select a one (1) entry (five (5) entries total) from among all eligible entries received during the Contest Period up to the applicable draw date. Each selected entrant will be notified by the Contest Sponsor via email address or by phone (provided within the Web Submission Form at time of entry) within three (3) days of the draw (the "**Notification**"). If the entrant has not responded to the Notification within three (3) days of receipt of such Notification, another entrant may, at the Contest Sponsor's sole discretion, be selected by random draw in which case that entrant will become the selected entrant and the previously selected entrant

then will be disqualified and have no right to any prize. Each draw entry will occur on the following dates at 3:00 pm ET (each a “**Draw Date**”):

Draw 1: May 27th, 2024 for one (1) Prize.

Draw 2: June 24th, 2024 for one (1) Prize.

Draw 3: July 22nd, 2024 for one (1) Prize.

Draw 4: August 19th, 2024 for one (1) Prize.

Draw 5: September 16th, 2024 for one (1) Prize.

Entries will be stored in a Contest database and will be randomly selected in accordance with these Official Rules (the Contest database and the site on which these Official Rules are posted by the Contest Sponsor are collectively referred to as the “**Contest Website**”). The potential winner will be selected in accordance with these Official Rules.

Before being declared a winner, the selected entrant(s) must correctly answer, unaided, a timed mathematical skill-testing question administered by the Contest Sponsor. Before the Prize is awarded, Prize winner and guest will each be required to sign a standard declaration of compliance with the Official Rules and release forms releasing the Contest Sponsor and each of their respective affiliates, parent companies, subsidiaries, professional advisors, provincial liquor authorities and advertising and promotional agencies, and each of their directors, officers, employees, representatives and agents (collectively, the “**Released Parties**”) from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, including, without limitation, liability arising from the acceptance of and usage of the Prize as awarded, the administration of the Contest and the selection of a potential winner.

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

Prize must be accepted as awarded and is non-transferable. Prize may be substituted for a prize of equal or greater value or cash equivalent upon written request subject to Contest Sponsor discretion. All decisions of the Contest Sponsor shall be final and shall not be subject to appeal. Prize may be forfeited if delivery cannot be effected following reasonable efforts by Contest Sponsor.

No communication will be entered into by the Contest Sponsor with entrants except with selected entrant(s). The Contest Sponsor is not responsible for the failure, for any reason whatsoever, of a selected entrant to receive notification or for the Contest Sponsor to receive a selected entrant’s response. By entering any part of the Contest, all entrants, should they win, agree to the use of their name, social media handle, address (city only), photo, and/or image on videotape, and submission contents in its entirety or in part for publicity and promotional purposes without compensation.

RELEASE: By participating in the Contest and submitting an entry, each entrant (i) agrees to be bound by these Official Rules, including all entry requirements, (ii) agrees that the decisions of the Contest Sponsor is final and without appeal, (iii) remises, releases and forever discharges the Released Parties from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages, liability, losses, harm, costs or expenses, including without limitation any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, arising out of, or in any way related to, directly or indirectly, the Contest, including without limitation the entrant's participation in the Contest, any breach of these Official Rules and Regulations, the awarding, receipt, possession, use and/or misuse of any Contest prize (or any portion thereof), and any travel or activity that is related to the receipt or use of any Contest prize, and/or the violation or infringement of any intellectual property rights or of any publicity, personality or privacy rights, and agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the foregoing.

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

ERRORS: The Contest Sponsor is not responsible for typographical or other errors in the offer or administration of the Contest, including but not limited to errors in advertising, the Official Rules, the selection and announcement of winners, or the distribution of any prize.

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

Period will be deemed to have ended at the moment of early termination. The Contest Sponsor reserves the right, at any time, in its sole discretion, to correct any errors, including without limitation, any typographical, printing, computer programming or Sponsor errors. No waiver on the part of the Contest Sponsor to enforce of any term herein shall be deemed a continuing waiver or a waiver of any other term.

DISQUALIFICATIONS: The Contest Sponsor reserves the right at its sole discretion to disqualify any individual who is found (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Official Rules and Regulations; (iii) to have submitted an entry that is not compliant with these Rules; or (iv) to be acting in an un-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY ALTER OR DAMAGE ANY ENTRY OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT OR INDIVIDUAL AND SEEK DAMAGES OR ANY OTHER REMEDY FROM ANY SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

DISPUTES:

QUEBEC RESIDENTS: SUBJECT TO APPLICABLE LAW AND THESE OFFICIAL RULES, PARTICIPANTS EXPRESSLY ACCEPT THAT THE COURTS OF QUEBEC HAVE EXCLUSIVE JURISDICTION FOR ANY DISPUTE OR LITIGATION ARISING FROM OR RELATING TO THIS CONTEST AND AGREE TO SUBMIT TO THE JURISDICTION OF THE COURTS OF QUEBEC. THE VENUE FOR ANY LITIGATION OR DISPUTE IS MONTREAL, QUEBEC.

RESIDENTS OF CANADA, EXCEPT QUEBEC: ALL ISSUES AND QUESTIONS CONCERNING THE STRUCTURE, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE RULES, OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS AND THE CONTEST SPONSORS IN CONNECTION WITH THE CONTEST, SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE PROVINCE OF ONTARIO, WITHOUT REGARD TO ITS CONFLICTS OF LAW PRINCIPLES. ALL ENTRANTS CONSENT TO THE JURISDICTION AND VENUE OF THE PROVINCE OF ONTARIO.

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

Entrants may delete their account, by themselves, in the "My Profile section" on the Contest Website. Entrants may also have their account deleted at any time by requesting it to privacyofficer@labatt.com. Once deleted, the entrant's information will be completely erased from the database and the deletion of the account entails the deletion of contact details and accumulated entries. This change is irreversible. The entrant understands that this account is

necessary to enter the Contest and that accumulated entries to the Contest will be automatically lost by deleting the account.

GOVERNING LAW: Subject to applicable law and these Official Rules, this Contest and the Official Rules shall be governed by Ontario law and all entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the jurisdiction of the courts of Ontario. The venue of any dispute or litigation shall be Toronto, Ontario. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

SUBJECT TO APPLICABLE LAWS: The Contest is subject to these complete Official Rules and all applicable federal, provincial and local laws and regulations. By participating in the Contest, you acknowledge that you have read the Official Rules and agree to abide by their terms and by the decisions of the Contest Sponsor, which are final and binding on all matters pertaining to the Contest. Any questions, comments or complaints regarding the Contest must be directed to the Contest Sponsor. All federal, provincial and local laws and regulations apply. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.

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