

**THE BIG CIRCLE K GIVEAWAY / LE  
GRAND CONCOURS COUCHE-TARD  
CONTEST OFFICIAL RULES  
(the "Rules")**

**NO PURCHASE NECESSARY TO ENTER. CONTEST OPEN TO CANADIAN (EXCLUDING YUKON AND NUNAVUT) RESIDENTS ONLY.**

- 1. CONTEST PERIOD AND SPONSOR.** The "The Big Circle K Giveaway" / "Le grand concours Couche-Tard" contest (the "**Contest**") is available at participating Circle K® and Couche-Tard® establishments in Canada and is sponsored by Couche-Tard Inc. (the "**Sponsor**") and administered by 612 Creative Inc. (the "**Administrator**"). The Contest begins on March 4<sup>th</sup>, 2025 at 12:00:01 a.m. Eastern Time ("**ET**") and ends on April 28<sup>th</sup>, 2025 at 11:59:59 p.m. ET (the "**Contest Period**"). The clock used by the Sponsor will be the official clock for determining the date and time of receipt of an Entry (as such term is defined below).
- 2. ELIGIBILITY.** The Contest is only open to legal residents of Quebec (the "**Quebec Region**"), British Columbia, Alberta, Saskatchewan, Manitoba, Northwest Territories (collectively, the "**Western Region**"), Ontario (the "**Central Region**"), and Nova Scotia, New Brunswick, Newfoundland, and Prince Edward Island (collectively, the "**Atlantic Region**") (the Western Region, the Central Region, and the Atlantic Region are collectively "**The Rest of Canada**"), who at the time of entry: (i) have reached the legal age of majority in their province/territory of residence. The following persons are not eligible to win a Grand or Weekly Prize: officers, directors, shareholders, employees, agents and/or representatives of the Sponsor and/or the Administrator, or their subsidiaries, affiliates, advertising agencies, licensees, franchisees, partners, retailers, distributors and/or any other parties involved in the Contest. Also, any member of the immediate family of the persons mentioned in this section as well as any person living with them in the same household (whether or not a member of their Immediate Family) is not eligible to win a Grand or Weekly Prize. The expression "**Immediate Family**" refers to fathers, mothers, brothers, sisters, children, husbands, wives and spouses of the persons mentioned in this section, regardless of where they live. The Contest is not open and is void where prohibited by law.
- 3. AGREEMENT TO BE LEGALLY BOUND.** By participating in this Contest, each entrant agrees to be bound by (i) these Rules; and (ii) all decisions of the Sponsor and Administrator, which are final in all respects.
- 4. HOW TO ENTER. NO PURCHASE NECESSARY.** Standard text messaging and/or Internet access charges may apply (check your carrier's plan for standard text messaging and Internet access fees).

To enter the Contest for a chance to win a Grand or Weekly Prize and to earn Rewards (as these terms are defined below), during the Contest Period:

- (a) Visit [jeux.couche-tard.com/ca/grand-concours](http://jeux.couche-tard.com/ca/grand-concours) if in the Quebec Region or

games.circlek.com/ca/big-giveaway if in the Rest of Canada (hereinafter the "**Contest Website**").

- (b) Fill out the entry form by completing all mandatory fields including your mobile phone number and postal code where you reside. You must also confirm that you are eligible to enter and agree to participate according to these Rules. Click "Let's Go"
- (c) Enter the Two-Factor Authentication (2FA) code sent to your mobile phone number.
- (d) Perform four (4) Actions available on the Contest Website during the Contest Period: "Store Check-in", "Enter UPC", or "Scan Receipt" (each individually an "**Action**" and collectively the "**Actions**"). Performing four (4) Actions results in fifty (50) Grand Prize Entries, fifty (50) Weekly Prize Entries, and a Reward (see Section 5 below). **LIMIT:** A maximum of four (4) Actions can be completed per day.

#### **Actions**

- a. **Store Check-in Action:** Visit a participating Circle K or Couche-Tard store, click the Store Check-in button on the Contest Website, and agree to share your location if prompted. GPS / location services settings must be enabled on your mobile phone to complete this Action. A successful check-in of the Day will result in one (1) completed Action and five (5) Grand Prize Entries and five (5) Weekly Prize Entries. **LIMIT:** A maximum of two (2) store check-in Actions can be completed per Day (as defined below) and a maximum of ten (10) Grand Prize Entries and ten (10) Weekly Prize Entries can be earned per Day. The second store check-in must be completed at least one (1) hour after the first check-in of the Day.
- b. **Enter UPC Action:** Visit a participating Circle K or Couche-Tard store and purchase a Participating Product (as set forth below), subject to product availability or while supplies last. Then, visit the Contest Website, click the Enter UPC button, enter the UPC code from the Participating Product, and click the submit button. A successful UPC submission will result in one (1) completed Action towards a Reward and five (5) Grand Prize Entries and five (5) Weekly Prize Entries. **LIMIT:** One (1) UPC code may be entered per Day.

The "**Participating Products**" consist of (subject to product availability, while supplies last):

- Froster or Sloche (any size)
- Polar Pop (any size)
- Circle K/Couche-Tard Single Size Chips (66g, any flavour/variety)
- Circle K/Couche-Tard Take Home Size Chips (180g, any flavour/variety)
- Circle K Peanuts (71g, any flavour/variety)
- Circle K Water (500ml)
- Circle K Candy (113-198g, any flavour/variety)
- Arizona Iced Tea (680ml)
- Joker Mad Energy (473ml)
- Alani Nu Energy Drink (355ml, any flavour/variety)
- Fuze Tea (500ml, any flavour/variety)

- Monster Energy (473ml, any flavour/variety)
- Maynards Candy (150-154g, any flavour/variety)
- Cadbury Single Size Chocolate Bars (32-56g, any flavour/variety)
- Nestlé Single Size Chocolate Bars (41-55g, any flavour/variety)
- Nestlé King Size Chocolate Bars (63-86g, any flavour/variety)
- Mondoux Candy (325-400g, any flavour/variety)
- Hershey Single Size Chocolate Bars (62-96g, any flavour/variety)
- Heineken Silver Beer (500ml, 6x330ml, 12x330ml or 24x330ml)
- Sleeman Clear Beer (6x341ml, 12x341ml, 18x341ml, 20x341ml or 30x341ml, any flavour/variety)
- Beach Day Every Day Alcomalt Drinks (6x355ml or 12x355ml, any flavour/variety)
- SVNS Hard 7UP (6x355ml or 12x355ml, any flavour/variety)

**No Purchase UPC Action:** Purchase is not required and does not enhance a person's chances of winning. If you wish to enter a UPC without purchase, please use: 803331319150 (the "**No Purchase UPC**"). To complete your no purchase UPC Action, follow the process outlined above and click submit. **LIMIT:** A maximum of one (1) No Purchase UPC may be entered per Day and, in doing so, you will have completed one (1) Action towards a Reward and five (5) Grand Prize Entries and five (5) Weekly Prize Entries.

- c. **Scan Receipt Action:** Upload a clear picture of your receipt, showing your purchase made at a participating Circle K or Couche-Tard store during the Contest Period, by clicking the Scan Receipt button on the Contest Website, clicking upload and attaching the image of your eligible receipt, excluding tobacco, alcohol, and lottery, and filling out the details in the fields provided which may include transaction number, purchase date, and purchase total, and pressing the submit button. Successful submissions will result in one (1) completed Action towards a Reward and five (5) Grand Prize Entries and five (5) Weekly Prize Entries. **LIMIT:** One (1) receipt upload per Day. Each receipt submitted can only be used once. The Sponsor and the Administrator reserve the right to hold any receipt submission for review of authenticity as well as the right to reject any receipt that they may suspect, in their sole discretion, to be invalid, inauthentic, fraudulent, or altered in any way. Any attempt by the entrant to upload an invalid receipt may result in disqualification from the Contest including voiding all accumulated Entries and earned Rewards.

**No Purchase Scan Receipt Action:** Purchase is not required and does not enhance a person's chances of winning. To submit a receipt without purchase, hand write on a lined sheet of paper a minimum 50 word essay about "what you would do with \$75,000", go to the Contest Website, select "Scan a Receipt", and upload a picture, screenshot, or scan of your handwritten essay, then click submit (each a "**No Purchase Receipt**"). Successful submissions will result in one

(1) completed Action towards a Reward and five (5) Grand Prize Entries and five (5) Weekly Prize Entries. **LIMIT:** One (1) no purchase receipt upload per Day. Each essay you submit must be original and substantively different. The Sponsor and the Administrator reserve the right to hold any No Purchase Receipt submission for review of authenticity and originality as well as the right to reject any submission that they may suspect to be fraudulent or invalid in any way. Any attempt by the entrant to upload an invalid receipt may result in disqualification from the Contest including voiding all accumulated entries and earned Rewards

5. **BONUS ENTRIES:** Eligible entrants may receive Bonus Grand Prize and Bonus Weekly Prize Entries (each, a "**Bonus Entry**" and collectively, the "**Bonus Entries**") by performing certain tasks. Bonus Entries will be awarded as follows:

6.

<u><b>Task</b></u>	<u><b>Requirements</b></u>	<u><b>Bonus entries received</b></u>
Answer Survey Questions	Answer a daily optional survey question. Each answer given will earn one (1) Bonus Entry. <b>Limit:</b> One (1) survey question can be answered per Day.	Up to 56 Bonus Entries
E-mail Opt-in	Provide your e-mail address via the in-Contest prompt to subscribe to the Sponsor e-mail marketing. <b>Limit:</b> one (1) use during the Contest Period. You may unsubscribe at any time by using the unsubscribe feature made available in each e-mail communication.	1 Bonus Entry
SMS Opt-in	Provide your phone number via the in-Contest prompt to subscribe to the Sponsor SMS marketing. <b>Limit:</b> one (1) use during the Contest Period. You may unsubscribe at any time by using the unsubscribe feature made available in each SMS communication.	1 Bonus Entry
Social media	Click on the Facebook, Instagram and/or TikTok icons to visit Circle K's social media channels. <b>Limit:</b> One (1) use per social media channel during the Contest Period. Maximum of three (3) Bonus Entries.	Up to 3 Bonus Entries
Refer a friend	Obtain your unique referral link via the in-Contest prompt and send to a recipient(s) of your choosing. You will earn one (1) Bonus Entry if the recipient uses your unique link to participate in the contest for the first time (including completing the Two-Factor Authentication) during the Contest Period. <b>Limit:</b> Maximum of ten (10) Bonus Entries.	Up to 10 Bonus Entries

Grand Prize Entries, Weekly Prize Entries, and Bonus Entries are each an **"Entry"** and collectively, the **"Entries"**.

The entrant must submit each Entry personally. Entries will be deemed to have been submitted by the Authorized Mobile Account Holder of the mobile phone number used to enter the Contest. **"Authorized Mobile Account Holder"** means the person assigned to a mobile telephone number by a mobile telephone operator responsible for assigning mobile telephone numbers. You may enter the Contest ONLY using one (1) mobile phone number for which you are the authorized mobile account holder. Phone numbers from a Wi-Fi SMS application are not permitted and must not be used to enter the Contest. Eligible Prize Winners (as defined below) may be required to provide proof that they are the authorized mobile account holder of the mobile account associated with the selected mobile phone number. By submitting a mobile phone number, you represent and warrant that you are the authorized account holder of the mobile account. You will be liable to the Sponsor for all damages and other losses suffered by the Sponsor as a result of the submission of any telephone number for which you are not the authorized mobile account holder.

Any attempt by an entrant to obtain more than the specified number of Entries by using multiple phone numbers, identities, or any other method will result in the cancellation of the entrant's Entries and the entrant may be disqualified from the Contest at the discretion of the Sponsor. The use of any automated system (including, but not limited to, Entries submitted using robots, scripts, macro-commands or any other automated service) to participate is prohibited and will result in disqualification.

**6. REWARDS AND PRIZING.** The following Rewards and Prizes may be won:

- (a) **Rewards.** A Reward is earned by completing four (4) Actions outlined in Section 4. To claim a Reward, Entrants may choose from a selection of Rewards available. Availability of Rewards is dependant on how many Actions have been completed. Some Rewards may not be available during the entire Contest Period and all Rewards are subject to availability and while supplies last. The following Rewards (each, a **"Reward"** and collectively, the **"Rewards"**) may be earned during the Contest Period.

Reward Type	Offer	Prize	Size	Atlantic Quantities to be Won	Quebec Quantities to be Won	Ontario Quantities to be Won	West Quantities to be Won	Average Retail Value
Reward	Free	Circle K Chips	66g	6,480	23,880	20,160	9,480	\$1.99
Reward	Free	Circle K Peanuts	71g	6,480	23,880	20,160	9,480	\$1.79
Reward	Free	Arizona	680ml	3,240	11,940	10,080	4,740	\$2.99
Reward	Free	Circle K Candy	113-198g	3,240	11,940	10,080	4,740	\$3.99
Reward	Buy 1 Get 1 Free	Taquitos		1,080	3,980	3,360	1,580	\$2.79

Reward	Buy 1 Get 1 Free	Circle K Chips	66g	4,968	18,308	15,456	7,268	\$1.99
Reward	Buy 1 Get 1 Free	Joker	473ml	3,240	11,940	10,080	4,740	\$3.59
Reward	Buy 1 Get 1 Free	Froster	Any size	-	-	13,600	6,400	\$2.50
Reward	\$1	\$1 Hot Beverage	Medium	2,160	7,960	6,720	3,160	\$2.39
Reward	\$2	\$2 Slice of Pizza		2,160	7,960			\$2.49
Reward	Rebate	50% off Car Wash		4,320	15,920	13,440	6,320	\$19.99
Reward	Rebate	Save \$0.03/L on Fuel		5,400	30,000	-	-	\$0.90
Reward	Rebate	Save \$0.05/L on Fuel		4,500	25,000	-	-	\$1.50
Reward	Rebate	Save \$0.07/L on Fuel		3,600	20,000	-	-	\$2.10
Reward	Rebate	Save \$1 on Fuel		-	-	16,800	-	\$1.00
Reward	Rebate	Save \$1.50 on Fuel		-	-	14,000	-	\$1.50
Reward	Rebate	Save \$2 on Fuel		-	-	11,200	-	\$2.00
Reward	Rebate	Save \$2.50 on Fuel		-	-	-	7,800	\$2.50
Reward	Rebate	Save \$3 on Fuel		-	-	-	6,500	\$3.00
Reward	Rebate	Save \$3.50 on Fuel		-	-	-	5,200	\$3.50
Reward	Free	Fuze	500ml	5,400	19,900	16,800	7,900	\$4.39
Reward	Buy 1 Get 1 Free	BODYARMOR	473ml	3,240	11,940	10,080	4,740	\$4.29
Reward	Buy 1 Get 1 Free	Monster Energy	355ml	8,640	31,840	26,880	12,640	\$3.99
Reward	Free	Alani Nu	355ml	4,320	15,920	13,440	6,320	\$4.99
Reward	Buy 1 Get 1 Free	Alani Nu	355ml	2,700	9,950	8,400	3,950	\$4.99
Reward	Free	Maynards	64g	2,700	9,950	8,400	3,950	\$2.49
Reward	Buy 1 Get 1 Free	Maynards	64g	1,620	5,970	5,040	2,370	\$2.49
Reward	Free	Cadbury	32-60g	2,700	9,950	8,400	3,950	\$2.79
Reward	Buy 1 Get 1 Free	Cadbury	32-60g	1,620	5,970	5,040	2,370	\$2.79
Reward	Free	Reese's	46g	2,700	9,950	8,400	3,950	\$2.79
Reward	Buy 1 Get 1 Free	Reese's	46g	1,620	5,970	5,040	2,370	\$2.79
Reward	Free	KitKat	45g	5,400	19,900	16,800	7,900	\$2.79
Reward	Buy 1 Get 1 Free	KitKat	45g	3,240	11,940	10,080	4,740	\$2.79

Reward	Free	Sweet Sixteen	136g		25,000			\$4.99
Reward	Buy 1 Get 1 Free	Sweet Sixteen	136g		15,000			\$4.99
Reward	Free	Heineken 0.0%	330ml		15,000			\$3.09
Reward	Free	Sleemen Zero+	355ml		15,000			\$3.09
Reward	Free	Non-alcoholic Romeo gin	355ml		25,000			\$3.09
			<b>TOTAL:</b>	<b>96,768</b>	<b>476,858</b>	<b>307,936</b>	<b>144,558</b>	<b>\$3,736,308.80</b>

Reward quantities vary by region. The number of Rewards available will decrease as they are claimed.

- (b) **Grand Prizing.** The following grand prizes (each a "**Grand Prize**" and collectively the "**Grand Prizes**") are available to be won during the Contest Period:

Description	Quebec	The Rest of Canada	Approximate Retail value (CDN \$)
Cash	1	2	\$75,000
<b>Total</b>	<b>1</b>	<b>2</b>	<b>\$225,000</b>

Odds of winning a Grand Prize depend on the number of eligible Entries received in each region at the time of the Grand Prize Draws (as that term is defined below).

- (c) **Weekly Prizing.** The following weekly prizes (each a "**Weekly Prize**" and collectively the "**Weekly Prizes**") are available to be won during the Contest Period:

Description	Quebec	The Rest of Canada	Value
Cash	8	16	\$1,000
<b>Total</b>	<b>8</b>	<b>16</b>	<b>\$24,000</b>

Odds of winning a Weekly Prize depend on the number of eligible Entries received in each region at the time of the Weekly Prize Draws (as that term is defined below).

The Rewards, Weekly Prizes, and the Grand Prizes are collectively the "**Prizes**".

The Prizes and their components must be accepted as awarded and, except as otherwise expressly indicated by the Sponsor, cannot be transferred, substituted or exchanged, in whole or in part, for another prize or money. Certain Rewards may be transferred to a person of the winner's choosing using the mobile coupon transfer process provided within the Contest Website (each a "**Transfer**"). **Limit:** Up to three (3) Transfers per Day per person. In order to transfer a mobile coupon, the receiver must have a mobile phone

capable of receiving text messages, access to the Internet, and reside in the same region the Reward was earned. A receiver may receive up to three (3) mobile coupons per Day. Access to the Internet is required to redeem a Reward. The mobile coupon terms including the province(s) where it can be redeemed and the expiry date apply to the transferred Reward.

The Sponsor, in its sole discretion, reserves the right to: (i) substitute all or any portion of the Prizes with another prize or portion thereof of equal or greater value; (ii) limit the number of Prizes awarded to the same person, mobile phone number, or physical address; (iii) limit the number of applicable Prizes that can be transferred to or from a person, mobile phone number, or household; (iv) limit the number of applicable Prizes that can be redeemed within a transaction and/or time period; and (v) modify the Prizes, associated quantities and award schedule at any time during the Contest. Under no circumstances will the Sponsor be responsible for awarding and/or redeeming any items in excess of the Prizes and their respective quantities as listed above. Prizes may be different from the pictures shown in the Contest's promotional materials. Each Prize may also be subject to additional terms and conditions.

6. **SELECTION AND NOTIFICATION.** For the purposes of this Contest, a "**Day**" is defined as a calendar day beginning at 12:00:00 a.m. ET and ending at 12:59:59 p.m. ET. A "**Week**" will begin on Tuesday at 12:00:00 a.m. ET and end on Monday at 12:59:59 p.m. ET.

(a) **Grand Prizes**

The Grand Prize Draws will be initiated by a Contest administrator (human) and processed by an algorithm (computer program) that simulates a random draw (a "**Random Draw**"). Random Draws for the Grand Prizes (the "**Grand Prizes Draw Date**") will be conducted in Burnaby, BC from all eligible Grand Prize Entries received during the Contest Period based on the below schedule:

<b>Grand Prize Draw Date &amp; Time</b>	<b>Grand Prize Draw Days</b>	<b>Quebec Grand Prize</b>	<b>The Rest of Canada Grand Prize</b>
April 30, 2025 at 3pm ET	From entries earned March 4, 2025 to April 28, 2025	One (1) \$75,000 Cash	Two (2) \$75,000 Cash

**Limit:** one (1) Grand Prize per entrant and household during the Contest Period. The Sponsor, the Administrator or its designated representative will make up to four (4) attempts to contact the selected entrants from Circle K's/Couche-Tard's short code 247-253 to the mobile phone number submitted at the time of Entry within twelve (12) Days following the Grand Prizes Draw. If the selected entrant: (i) cannot be contacted within four (4) attempts or seventeen (17) Days of being selected; or (ii) there is a return of any notification as undeliverable, then the selected entrant will be disqualified and an alternate entrant may be randomly selected among the remaining eligible Entries received. If time permits, the process noted above will be repeated up to three (3) times, until a selected entrant has been contacted and the Grand Prize has been awarded or there are no eligible Entries remaining. Any attempt to manipulate or tamper with the winner selection system



or the database of Entries will result in disqualification and possible criminal prosecution.

(b) **Weekly Prizes**

The Weekly Prize Draws will be conducted by Random Draws. Random Draws for the Weekly Prizes (the “**Weekly Prizes Draw Date**”) will be conducted in Burnaby, BC from all eligible Weekly Prize Entries received based on the below schedule:

<b>Weekly Prize Draw Date &amp; Time</b>	<b>Weekly Prize Draw Days</b>	<b>Quebec Weekly Prize</b>	<b>The Rest of Canada Weekly Prize</b>
March 12, 2025 at 3pm ET	From entries earned March 4-10, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash
March 19, 2025 at 3pm ET	From entries earned March 4-17, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash
March 26, 2025 at 3pm ET	From entries earned March 4-24, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash
April 2, 2025 at 3pm ET	From entries earned March 4-31, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash
April 9, 2025 at 3pm ET	From entries earned March 4 to April 7, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash
April 16, 2025 at 3pm ET	From entries earned March 4 to April 14, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash
April 23, 2025 at 3pm ET	From entries earned March 4 to April 21, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash
April 30, 2025 at 3pm ET	From entries earned March 4 to April 28, 2025	One (1) \$1,000 Cash	Two (2) \$1,000 Cash

**Limit:** one (1) Weekly Prize per entrant and household during the Contest Period. The Sponsor, or its designated representative will make up to three (3) attempts to contact the selected entrant by to the cell phone number submitted at the time of entry within five (5) business days of the Weekly Prize Draw. If the selected entrant: (i) cannot be contacted within three (3) attempts or five (5) business days of selection; or (ii) there is a return of any notification as undeliverable, then the selected entrant will be disqualified and another entrant will be randomly selected among the remaining eligible Entries received. If time permits, the above process will be repeated up to three (3) times, until a selected entrant has been contacted and the Weekly Prize has been awarded or there are no remaining eligible Entries. Any attempt to manipulate or tamper with the winner selection system or

the database of Entries will result in disqualification and possible criminal prosecution.

(c) **Rewards**

Rewards are earned by completing four (4) Actions throughout the Contest Period as described above. Entrants may select a Reward from the list as presented by the Contest Website. Rewards awarded will be found under the "My Rewards" section in the Contest Website and can be redeemed at a participating Circle K and Couche-Tard location. Unclaimed Rewards may be re-awarded at the Sponsor's discretion. **LIMIT:** a maximum of three (3) Rewards may be redeemed per Day. Other restrictions may apply. Restrictions and conditions apply as set forth under Section 7 (b).

**7. PRIZE CLAIM CONDITIONS.**

(a) **Grand and Weekly Prizes**

To be declared a winner and receive a Grand or Weekly Prize, the selected entrant must: (i) respond to the selection notice within the time period described above; (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered at a mutually agreed upon time; and (iii) otherwise comply with these Rules. To be declared a winner, the selected entrant may also be required to do any or all of the following: (i) provide proof of age consisting of a legible photocopy of a provincial driver's license or other government-issued identification; (ii) provide proof of address consisting of a legible photocopy of a provincial driver's license or other government-issued identification, (iii) provide proof that he/she is the authorized account holder of the mobile account associated with the selected cell phone number, and (iv) sign and return the Sponsor's declaration and release form (the "**Release Form**"). The Release Form (among other things): (i) confirms compliance with these Rules and acceptance of the applicable Prize as awarded without substitution; (ii) releases the Sponsor, its respective affiliated and related companies, prize suppliers, advertising and promotional agencies and each of their respective shareholders, directors, officers, employees, agents, licensees, representatives, successors and assigns from any and all liability in connection with this Contest, the selected entrant's Participation and/or the awarding and use/misuse of the Prize or any portion thereof; and (iii) 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 promotion carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet. The Release Form must be postmarked within five (5) business days of receipt and received within ten (10) business days. The Sponsor and its agents assume no responsibility for Release Forms that are lost, stolen, delayed, illegible, damaged, misdirected, late or cancelled. Declining the Prize, failing to correctly answer the mathematical skill-testing question, failing to return the properly executed Release Form within the time period indicated on the Release Form or otherwise failing to comply with these Rules will cause the Prize to be forfeited and a new Random Draw held in accordance with the process for the applicable Prize, as described above. In most cases, Prizes will be delivered to winners at the address submitted in the

Release Form within four (4) to twelve (12) weeks of receiving their correctly completed documentation. The Sponsor is not responsible for contacting or forwarding Prizes to winners who leave unclear or incomplete information, or for Prizes lost, misdirected, delayed or destroyed while in transit.

(b) **Rewards**

Rewards may be redeemed by presenting your mobile coupon to a participating Circle K or Couche-Tard location in the region you are playing from. **Limit:** up to three (3) Circle K or Couche-Tard mobile coupon redemptions per Day, per mobile phone number, per person. Beverage Instant Prizes may be subject to deposit and eco fees to be paid by the winner, per applicable law. All mobile coupons for a Reward must be redeemed, in-store, within seven (7) days of issuance and in any event prior to May 6<sup>th</sup>, 2025, after which time, the mobile coupon will expire. The Sponsor is not responsible for sending mobile coupons to winners who provide wifi numbers or invalid mobile phone numbers.

8. **LIMITATION OF LIABILITY AND RELEASE.** By participating in the Contest, entrants agree to release and hold harmless the Sponsor, the Administrator, and their respective affiliates or related companies, advertising agencies, licensees, franchisees, partners, retailers, distributors and any other interveners related to the Contest and each of their respective officers, directors, shareholders, employees, agents, representatives, successors and assigns (collectively, the “**Releasees**”) from any and all claims, cause of action, or liability, including, without limitation, any injury, death or damage to or loss of property, resulting from the participation in the Contest or misuse of any Prize.

Without limiting the generality of the foregoing, the Releasees shall not be liable for any: (1) incorrect or inaccurate information, whether caused by entrants; or an error related to the programming of the Contest; (2) technical failures of any kind, such as in particular, hardware or software errors; faulty computer; any malfunctions, inaccessibility of the Contest Website in whole or in part for any reason; service interruptions or disconnections of Internet networks, telephone lines; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; (3) unauthorized human intervention at any stage of the Contest entry process or participation; (4) technical or human errors which may occur in the administration of the Contest or in the processing of Entries; or (5) any harm or prejudice suffered by persons, or any material damages resulting from participation in the Contest or acceptance, use, implementation or misuse of any Prize. If for any reason, it is confirmed that an entrant’s Entry was deleted, lost, or otherwise destroyed or corrupted by error, the only remedy, which the entrant is entitled to, is requesting to obtain another Entry to the Contest, if possible.

9. **PRIVACY.** The Sponsor, Administrator and its authorized agents will collect, use, and disclose the personal information you provide at the time of Entry to the Contest for the purposes of administering the Contest and Prize fulfillment. Winners consent to the Sponsor’s use of their names, photographs, cities, voices, images and/or statements, related to their Prize for publicity purposes in any manner or media including the Internet, at any time, in perpetuity, without compensation or notice.

The Sponsor will also share the personal information you provide as part of the Contest

with their third-party business partners and service providers who perform services on their behalf. These service providers help the Sponsor operate their business, technology systems and applications, infrastructure, advertising and marketing. This personal information sharing complies with the Sponsor's Privacy Policy (see link below).

The opportunity to receive other communications about the Sponsor's products, contests and other promotional offers may be provided by the Sponsor.

Please refer to our privacy policy for more information about how we manage your personal information: <https://www.circlek.com/privacypolicy?lang=en>.

10. **RIGHT TO MODIFY / SUSPEND / TERMINATE.** The Sponsor, Administrator and its authorized agents reserve the right, in their sole discretion and without notice to cancel, suspend, or modify the Contest, in all or in parts, or entrants' eligibility for any reason, including without limitation in the event of any printing, administrative error, virus, bug, unauthorized human intervention, tampering, fraud, equipment failure, security breaches or other causes which corrupt or affect the administration, security, fairness or proper conduct of the Contest.
11. **GENERAL CONDITIONS.** The Sponsor reserves the right, in their sole discretion, to disqualify from this Contest any person that the Sponsor reasonably believes has tempered or attempted to temper with the entry process, the operation of the Contest or the Contest Website, who does not comply with these Rules or acts in a manner that goes against the spirit of the Contest or adversely or with the intent to disturb, insult, threaten, intimidate or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE THE CONTEST PLATFORM/APPLICATION (OR A WEBSITE LINKED THERETO) OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

All decisions rendered by the Sponsor regarding any aspects of the Contest are final. The Contest is subject to all applicable federal, provincial and municipal laws. These Rules shall be governed by and construed in accordance with the laws of the province of Québec, and the laws of Canada, as applicable therein, without reference to its conflicts of laws principles. Any and all disputes, claims, and causes of action arising out of or connected with these Rules shall be resolved individually, and exclusively by the courts in Laval, Québec. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision contained herein. If any provision of these Rules is determined to be invalid or otherwise unenforceable, then the Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The paragraph headings are used for reference purposes only and shall not affect the interpretation of the Rules.

For further Contest details or inquiries contact a promotional representative at:

“The Big Circle K Giveaway” or “Le Grand Concours Couché-Tard” c/o 612 Creative  
PO Box 89639  
Burnaby RPO University, BC V5A 4Z3  
Attention: Contest Entries

#### **Short Rules**

\* **NO PURCHASE NECESSARY.** *The Big Circle K Giveaway* Contest is open to legal residents of Canada (excluding NU and YT), who have reached the age of majority, from March 4th, 2025, at 12:00:01 a.m. ET to April 28<sup>th</sup>, 2025, at 11:59:59 p.m. ET. To enter, visit the contest website and complete 4 actions to earn 50 grand and weekly prize entries and to redeem a reward. Bonus entries available for in-contest actions. Limit: 1 valid receipt scan per day, per mobile phone number, per person; 1 UPC product entry per day, per mobile phone number, per person and 2 store check-ins per day, per mobile phone number, per person. Each action completed results in 5 grand and weekly prize entries. 3 grand prizes available to be won: 1 grand prize for residents in Québec, and 2 grand prizes for residents of the rest of Canada. Limit: 1 grand prize per entrant household during the contest period. Rewards: 1,026,000 beverages, food products, and car washes. ARV \$0.75 - \$19.99 each. Rewards are available while supplies last and are subject to availability. 24 weekly prizes of \$1,000. Limit: 1 weekly prize per entrant household during the contest period. Odds of winning a weekly prize, a grand prize, and a reward depend on the number of eligible entries received and on the number of prizes allocated to your region. The number of prizes available will decrease as they are revealed and claimed. A mathematical skill-testing question required. Conditions and restrictions apply. To enter or for full contest rules, visit contest rules: <https://www.games.circlek.com> in rest of Canada, and <https://jeux.couche-tard.com> in the Province of Québec.