

OFFICIAL “MICHELOB ULTRA X FIFA WORLD CUP 2026™ TRIP FOR 2 TORONTO GERMANY VS. IVORY COAST” CONTEST RULES

IMPORTANT: PLEASE READ THESE OFFICIAL RULES AND REGULATIONS (“**OFFICIAL RULES**”) BEFORE ENTERING THE MICHELOB ULTRA X FIFA WORLD CUP 2026™ TRIP FOR 2 TORONTO GERMANY VS. IVORY COAST (THE “**CONTEST**”). BY ENTERING THE CONTEST, AN ENTRANT REPRESENTS THAT THEY SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS BELOW AND AGREES TO BE BOUND UNCONDITIONALLY BY THESE OFFICIAL RULES AND ALL DECISIONS OF LABATT BREWING COMPANY LIMITED (THE “**CONTEST SPONSOR**”).

**FIFA Entities Definition:** Fédération Internationale de Football Association, FWC2026 US, Inc., and FWC26 Canada Football Ltd. are collectively referred to as the “FIFA Entities” in these Official Rules and on all Contest materials.

**ELIGIBILITY:** To be eligible to participate, you must:

- i. Be a legal resident of Ontario, Quebec, Nova Scotia or Newfoundland and Labrador);
- ii. Be 19 years of age or older;
- iii. Not be an employee, officer, director, contractor, agent or representative of the Contest Sponsor, the Contest administrator, the FIFA Entities or any of their respective parent companies, subsidiaries, affiliates, agencies or distribution companies;
- iv. Not be an employee of the applicable provincial liquor authorities, participating liquor licensees, retailers, or distributors (the “**Provincial Liquor Authorities**”);
- v. Not be a member, an officer or an employee of, or acting in an official capacity on behalf of, (i) any local, regional, national or other governmental entity, department or agency; (ii) any judicial body, legislative body, government-owned or -controlled entity, including both commercial and non-commercial organizations, public international trade organization; (iii) the royal family; and/or (iv) political parties, including officials of political parties, or candidates for public office;
- vi. Not be a member of the immediate family (parent, spouse, sibling, child) of, or domiciled with, any of the foregoing persons;
- vii. Meet all necessary conditions outlined in the Contest Sponsor compliance screening process and the FIFA Entities’ compliance screening process; and
- viii. Have access to internet, a valid email address and a mobile device or computer to complete all required forms and screening processes and accept Prize tickets.

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 on or about April 6, 2026, at 9:00 a.m. and ends at 11:59:59 p.m. on May 20, 2026 (the “**Contest Close Date**”), after which no further entries will be

accepted (the “**Contest Period**”). The start time and end time of the Contest Period will be read to be in the time zone that is relevant to each participating location.

**HOW TO ENTER:** During the Contest Period, there are two (2) ways to enter the Contest, as follows:

- i. Participants can scan a quick response (QR) code on Contest Sponsor marketing materials at participating locations, complete the Contest entry from in its entirety, and click submit; or
- ii. Participants can submit an entry by visiting <https://www.shopbeergear.ca/FIFAETWJACKASTORSTRIP> (the “**Contest Website**”), complete the Contest entry from in its entirety and click submit

Limit of one (1) entry per person, per day (between 12:00:01 a.m. and 11:59:59 p.m. each calendar day during the Contest Period), regardless of the method of entry. Entries must be received prior to the Contest Close Date. Entries received after the Contest Close Date are void. 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, nor may participants enter under multiple identities. Any participant who attempts to enter with multiple email addresses, accounts or 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, misdirected, delayed, incomplete or incompatible Entries, Prize notification messages, or any other Contest-related information (collectively, “**Contest-related Information**”), nor any Contest-related Information that has been sent in error or otherwise produced or disseminated a manner that is inconsistent with these Official Rules, all of which are void. Screenshots will not be accepted as proof of entry. All entries become the property of the Contest Sponsor.

**ENTRANT VERIFICATION:** The Contest Sponsor reserves the right to require proof of compliance with these Official Rules: (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 any Contest-related Information submitted or received (or purportedly submitted or received) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary for the purposes of administering this Contest. Failure to provide such proof to the complete satisfaction of the Contest Sponsor within the timeline specified may result in disqualification. The sole determinant of the time for the purposes of this Contest will be the Contest Sponsor server data. All information requested by and/or supplied to Contest Sponsor for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. Contest Sponsor reserves the right to disqualify any entrant should the Contest Sponsor deem that such an entrant at any stage supplied untruthful, incomplete, inaccurate or misleading information. All decisions of the Contest Sponsor are final and will not be subject to appeal.

**PRIZE:** There is one (1) prize available to be won, consisting of one (1) trip for winner and one (1) guest to attend one (1) FIFA World Cup 2026™ (“**FWC26**”) Germany vs. Ivory Coast in Toronto, Ontario on June 20, 2026, subject to availability and Contest Sponsor discretion (the “**Match**”) (hereinafter, the “**Prize**”). Prize includes: two (2) general admission tickets to attend the Match (seat location subject to Contest Sponsor discretion), return economy airfare for two (2)

people from Canadian international airport closest to Contest winner's home address and Toronto (or car rental allowance if winner lives within 250km of Toronto city center, subject to Contest Sponsor discretion), two (2) nights hotel accommodation in Toronto (based on double occupancy at hotel selected by Contest Sponsor), \$150 CAD spending money allowance (payable to winner only in form of pre-paid credit card or Interac e-transfer subject to Contest Sponsor discretion) and taxes on included services. Approximate retail value of each Prize is \$6,800 CAD. Alcohol is not part of the Prize.

Contest winners are responsible for all costs and expenses not listed as part of the Prize. Once confirmed as a winner, Prize will be shipped to the address provided by the selected entrant on the Waiver & Release or Declaration of Compliance with the Official Rules (as applicable). Contest Sponsor will not deliver the Prize to a P.O. Box address

Dates of travel to occur between June 19-21 (subject to event schedule and Contest Sponsor discretion), and winner and guest must be available to travel at any time on those dates. Travel documentation (including valid passport for travel to the United States), insurance, taxes, gratuities, additional transportation, food and beverage, medical vaccinations and all other personal charges and expenses not specifically included in the above description are the sole responsibility of winner and guest. Winner must hold a valid credit card for check-in, incidentals and security deposits as required by hotel at time of travel. The Contest Sponsor is not liable if travel is impeded or refused by reason or decisions of any governmental authority (foreign or domestic), or other airline or airport authorities. Regional travel restrictions may apply. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. The Contest Sponsor is not liable if entry to the venue is refused by reason or decisions of any governmental authorities (federal or provincial) or regional health authorities. Contest Sponsor reserves the right to revoke the full or partial Prize from winner and/or winner's guest who it or venue personnel deem may, in its sole discretion, be intoxicated, be a safety and/or health risk, have violated any venue policy or law, or may bring Contest Sponsor into disrepute. Contest winner and guest may need to access tickets with mobile entry only (paperless) based on selected venue rules. The Contest Sponsor is not liable if the event associated with the Prize is cancelled for any reason. Additional ticket Terms and Conditions apply, see Ticket Regulations section below.

Prize must be accepted as awarded. Prize is not resaleable, transferable or redeemable for cash. No prize substitutions, except by the Contest Sponsor, who reserves the right to substitute the Prize or any portion thereof with a prize of equal or greater value. All decisions of the Contest Sponsor relating to the Prize are final and are not subject to appeal. The Contest Sponsor is not responsible for the Prize once it has been redeemed.

The Contest Sponsor makes no representations or warranties of any kind regarding the appearance, safety or performance of the Prize.

**ODDS:** The odds of winning a Prize depend on the number of eligible entries received across all participating locations prior to the Contest Close Date.

**AWARDING OF PRIZES:** There will be one (1) draw during which the Contest Sponsor will randomly select one (1) entry from among all eligible entries received during the Contest Period on May 21, 2026 at 11:00 a.m. Eastern Time (the "**Draw Date**") in Toronto, Ontario. The selected entrant will be notified by the Contest Sponsor, its agent or the Contest administrator via email or telephone (provided on the entry form at time of entry) within three (3) business days of the Draw

Date (the "**Notification**"). If the entrant has not responded to the Notification within three (3) business 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 a Prize.

Before being declared a winner, the selected entrant(s) must complete each of the following to the satisfaction of the Contest Sponsor:

- i. Correctly answer, unaided, a timed mathematical skill-testing question administered by the Contest Sponsor via email;
- ii. Complete the Contest Sponsor's compliance screening process;
- iii. Complete the FIFA Entities' compliance screening process to the satisfaction of the FIFA Entities;
- iv. Complete the FIFA World Cup 2026™ Attestation, including reviewing agreeing to the Guest Event Compliance Guide, FIFA World Cup Ticket Terms of Use and all policies referenced therein; and
- v. the selected entrant (and the person/people who will accompany them) must each complete a standard declaration of compliance with the Official Rules and Waiver and Release form (the "**Release**") releasing the Contest Sponsor, the FIFA Entities 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 a Prize as awarded, the administration of the Contest and the selection of a potential winner.

If a potential Prize winner declines to accept a Prize, does not respond to the Notification within the time stipulated, is found to be ineligible for any reason (including as a result of the FIFA Entities' or Contest Sponsor's compliance screening processes), incorrectly answers the required mathematical skill-testing question, runs-out of time to correctly answer the required mathematical skill-testing question, or declines to provide a signed Release, 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.

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 the Notification or for the Contest Sponsor to receive a selected entrant's response.

EACH SELECTED ENTRANT IS CONSIDERED A POTENTIAL PRIZE WINNER PENDING VERIFICATION OF THEIR ELIGIBILITY, PROVIDING THE CORRECT ANSWER TO A SKILL-TESTING QUESTION, COMPLETING THE REQUIRED SCREENING PROCESSES AND ATTESTATIONS AND PROVIDING A SIGNED RELEASE. ALL POTENTIAL PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY CONTEST SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. PRIZES WILL NOT BE AWARDED UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED. CONTEST SPONSOR

WILL NOT ACCEPT SCREENSHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

**TICKET REGULATIONS:** Ticket type and seat location will be determined by Contest Sponsor in its sole discretion. Winners and/or their guests of any Match (“**Attendees**”) must be of legal drinking age. Prize winner and guest agree to comply with the FIFA Ticket Terms of Use (“**Terms of Use**”) applicable to their ticket(s) to the FWC26. The Terms of Use and any other ticket terms and conditions are available (or will be made available) on [FIFA.com/tickets](https://www.fifa.com/tickets). Tickets are not intended for use by anyone other than winners and guests including but not limited to provision to another via re-sale, exchange or barter. Any such re-sale, exchange, barter, or other commercial or promotional use of the tickets may result in disqualification and prize forfeiture and may invalidate the licence granted thereunder. The terms and conditions of tickets awarded will govern in the event the Match cannot be held as scheduled for any reason including inclement weather. In accordance with the Terms of Use, the FIFA Entities reserve the right to cancel any ticket(s) if the FIFA Entities determine that Contest winner or guest have failed to comply with the terms and conditions applicable to tickets. Venue restrictions and rules shall also apply, including those set out in the FWC26 Stadium Code of Conduct (“**Stadium Code of Conduct**”) (also available on [FIFA.com/tickets](https://www.fifa.com/tickets)). You and your guest(s) are expected to respect other guests and staff at the event and refrain from using foul or offensive language, obscene gestures, or behavior that is unruly, disruptive, threatening or violent in nature. In this respect, the rules governing FWC26 stadium safety, security and conduct, set out in the Stadium Code of Conduct, the Terms of Use and all other applicable terms and conditions available on [fifa.com/tickets](https://www.fifa.com/tickets) are deemed to be incorporated into these Terms and Conditions. The FIFA Entities reserve the right to cancel any ticket to the event, deny entry to, or remove, any attendee from the venue if attendee engages in such behavior. Attendees shall be required to register and download the official FWC26 tournament mobile application in order to receive the Prize.

**RELEASE:** By participating in the Contest and/or accepting a Prize, each entrant (i) agrees to be bound by these Official Rules, including all entry requirements, (ii) agrees that the decisions of the Contest Sponsor are 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, 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, personal message, 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; (iv) for any incorrect, untimely or inaccurate information, whether caused by the Contest Website, users or by equipment or programming errors associated

with, or utilized in, the Contest; (v) any technical or human error which may occur in the processing of any entry or entries in the Contest; (vi) for problems with the function of the Contest Website or website feature, howsoever caused; (vii) the malfunction of, or damage caused to, any telephone network, computer equipment, data, software, online systems, servers or access providers; (viii) any functionality lost due to not having cookies enabled; (ix) for traffic congestion on the Internet; (x) the security or privacy of information transmitted via computer networks; (xi) breaches of privacy due to interference by third parties or for any damage caused to or incurred by any entrant or any other person by reason of any such event or occurrence; or (xii) 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 Contest Website, in the selection and announcement of winners, or related to the distribution of a Prize. In no event will the Contest Sponsor be liable for more than the stated number of Prizes in these Official Rules (at any level). If due to printing production, online, internet, computer or other error of any kind a Prize notification misstates the applicable Prize that an entrant is able to win, or mistakenly declares an entrant to be a potential Prize winner, the entrant will only be eligible to receive the applicable Prize that an entrant is eligible to win based on Contest Sponsor official records and data (as determined by the Contest Sponsor in its sole and absolute discretion).

**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 Official 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 Official Rules, the Contest Period will be deemed to have ended at the moment of early termination. 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:** If it is discovered by the Contest Sponsor (using any evidence or other information made available to or otherwise discovered by the Contest Sponsor) that any person has attempted to: (i) exceed any of the limits or restrictions provided in these Official Rules; (ii) use multiple names, identities, e-mail addresses, accounts, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter, register or otherwise participate in or to disrupt this Contest; (iii) re-enter the Contest more than the allotted number of times; (iv) submit an entry or enter any code or PIN (as applicable) that has been falsified, manipulated or otherwise altered in any way; (v) disrupt or participate in the Contest in any fraudulent or misleading way (including without limitation cancelling, changing or otherwise modifying a transaction) and/or (vi) participate in the Contest in any other manner that is disruptive, abusive, fraudulent, misleading, deceptive, unfair, unsportsmanlike or inconsistent with these Official Rules (all as determined by Contest Sponsor in its sole and absolute discretion); then they may be disqualified from the Contest at the

sole and absolute discretion of the Contest Sponsor. If an entrant is disqualified, such person forfeits any and all rights to any prize.

**WARNING:** ANY DELIBERATE ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR ALTER ANY ENTRY OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS; IF SUCH AN ATTEMPT SHOULD BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT OR INDIVIDUAL AND SEEK DAMAGES OR OTHER RELIEF AGAINST SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**PRIVACY STATEMENT:** Personal information collected from entrants will only be used, shared and otherwise processed by the Contest Sponsor in accordance with the Contest Sponsor's privacy policy, available at <https://www.michelobultra.ca/en/privacy-policy>. The Contest Sponsor may also use personal information collected from entrants to provide the entrants with information regarding upcoming promotions and/or events from the Contest Sponsor only if entrants consent to be contacted by Contest Sponsor at the time of entry. 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/en/privacy-policy>.

**GOVERNING LAW:** Except for consumers residing in Quebec, and 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. For consumers residing in Quebec, this Contest and the Official Rules shall be governed by Quebec law and all entrants expressly agree that the courts of competent jurisdictions in the Province of Quebec shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to their jurisdiction.

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. 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 or Contest-related Information, 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.

