



## CONTEST

### « Ricardo Pizza Oven Contest »

#### Contest Rules

The “**Ricardo Pizza Oven Contest**” (the “Contest”) will take place in all Marché Bonichoix stores in Quebec, New Brunswick or Ontario (each a “participating Marché Bonichoix” and collectively the “participating Marché Bonichoix stores”) and is organized by Sobeys Capital Incorporated (the “Contest Organizer”).

The Contest begins on **Monday, December 1, 2025, at 12:00 a.m. Eastern Time (ET)** and ends on **Wednesday, December 24, 2025, at 11:59 p.m. (ET)** (the “Contest Period”).

#### 1. ELIGIBILITY:

TO BE ELIGIBLE TO ENTER THE CONTEST, you must:

- be a resident of Québec, New-Brunswick or Ontario;
- have reached the age of majority in your province of residence at the time of Contest entry (an “**Eligible Participant**”).

**EXCLUSIONS:** The employees, agents and/or representatives of the Contest Organizer, its affiliates, Participating IGAs, non-participating affiliated grocers, advertising agencies or any party involved in the administration of the Contest (the “**Affiliated Parties**”) such as employees, agent/or representatives of IGA. (the “**PreSponsor**”), as well as, respectively, any person with whom an Excluded Entrant is domiciled or any member of their immediate family (each an “**Excluded Entrant**”). For the purposes of the Contest Rules (the “**Rules**”), the term “immediate family” includes the father, mother, brother, sister, child, husband, wife, or common-law partner of an Excluded Entrant.

For the sake of clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an “**Entrant**”.

Each Entrant must enter exclusively on their own behalf and act for their sole personal benefit.

#### 2. HOW TO ENTER:

##### NO PURCHASE ENTRY

No purchase necessary.

To enter the Contest without making a purchase, you must handwrite an original letter of at least three hundred (300) words explaining **what your favorite holiday recipe** is. Please include in the letter your full name, mailing address, city, postal code, and telephone number, as well as your email address (if possible), and place it in an envelope. You may drop off your letter at the customer service counter or mail it in an envelope to one of the Participating Stores, clearly marked with the name of the Contest, “**Ricardo Pizza Oven Contest**,” (the “**no-purchase entry**”).

The no-purchase entry request must be received by representatives of the Participating Stores no later than the last day of the Contest Period, by store closing time. Given the variable delivery times of postal mail, the time of receipt of an

entry will be determined at the sole discretion of the representatives of the Participating Stores.

Each properly completed letter is considered one (1) “**Entry**.” By submitting a no-purchase entry request, the Contest Organizer considers that you have read and accepted these Official Rules and that you agree to comply with the requirements of the no-purchase entry request set out herein.

Limit of one (1) No Purchase Entry per person, per day, during the Contest Period. The No Purchase Entry will have the same chances of winning as an Entry with purchase.

#### PURCHASE ENTRY

1. One (1) entry coupon will be given to a person for each transaction of thirty dollars (\$30 CAD) or more in one of the Participating Stores during the Contest Period, for the purchase of merchandise excluding tobacco products, lottery tickets, transit passes, gift cards, and any other products where prohibited by law.
2. Correctly complete the entry form by providing your name, full address, telephone number, email, age, and by correctly answering the mathematical skill-testing question.
3. Deposit the completed entry form in the designated Draw Box located at the service counter of the Participating Bonichoix Store no later than December 24, 2025, before the closing time of the Participating Stores. Each correctly completed entry form will be considered one “**Entry**.”

*No facsimile, photocopy, or any manual or mechanical reproduction of the official Contest entry form will be accepted for the Draw.*

By submitting an Entry with purchase, the Contest Organizer considers that you have read and agreed to these Official Rules and that you agree to comply with the requirements for Entries with purchase as outlined in these Rules.

The No Purchase Entries and the Entries with purchase are collectively referred to as the “**Entries**.”

#### **3. PRIZES:**

A total of forty-three (43) prizes (each, a “Prize”) are available to be won in this Contest, with an approximate total value of seventeen thousand one hundred fifty-seven Canadian dollars (\$17,157 CAD). Each Prize consists of one (1) Ricardo pizza oven, with an approximate value of three hundred ninety-nine dollars (\$399 CAD). One (1) Prize will be awarded per Participating Store, for a total of forty-three (43) Ricardo pizza ovens to be won.

#### PRISE NOTES

GENERAL. The Prizes may not be identical to photos and images used in advertising and promotional materials for the Contest, including print advertisements, websites, and electronic banner advertising. Each Prize must be accepted (i) “AS IS” WITHOUT ANY WARRANTY OF ANY KIND, either express or implied, and (ii) may not be modified, transferred, assigned, or exchanged for cash (unless expressly authorized by the Contest Organizer at its sole discretion). The Prize will be awarded only to the individual whose full name appears on the Member Account associated with the Entry in question. No substitution of a Prize will be possible except at the discretion of the Contest Organizer. The Contest Organizer reserves the right, at its sole discretion, to substitute any Prize or portion thereof with another prize of equal or greater value, including, at the sole discretion of the Contest Organizer.

#### **4. DRAW AND AWARDING OF PRIZES**

A draw (the “Draw”) will be held in each Participating Store on Monday, January 5, 2026, at approximately 11:00 a.m. Eastern Time (ET), conducted by the representative of each Participating Store. During each Draw, one (1) participant will be randomly selected from all Entries received during the Contest Period at the time of the Draw (each, a “Selected Participant,” collectively, the “Selected Participants”).

Limit of one (1) Prize per Entrant, per household, for the entire Contest Period.

The prize will be awarded to the winner by a representative of the Participating Store.

#### **ODDS OF WINNING**

The chances of winning depend on the number of Entries received for the Draw during the Contest Period, in accordance with these Official Rules.

#### **5. TERMS AND CONDITIONS:**

All Entries become the property of the Contest Organizer.

The Contest is subject to all applicable federal, provincial, and municipal laws and regulations. The Contest is governed by the laws of Quebec and the laws of Canada applicable therein and is void where prohibited by law.

The decisions of the Contest Organizer are final and binding in all matters related to this Contest, including any decisions regarding the validity or disqualification of Entries or Participants. By entering this Contest, you agree to be legally bound by the terms of these Official Rules. ANY PERSON FOUND TO HAVE VIOLATED THESE OFFICIAL RULES FOR ANY REASON WHATSOEVER IS SUBJECT TO DISQUALIFICATION AT ANY TIME, AT THE SOLE DISCRETION OF THE CONTEST ORGANIZER.

The Contest Organizer reserves the right to cancel, modify, or suspend this Contest (or to amend these Official Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure, or any other cause.

Any deliberate attempt to damage a website or to undermine the legitimate operation of this Contest (as determined solely by the Contest Organizer) is a violation of criminal and civil laws. Should such an attempt be made, the Contest Organizer reserves the right to seek remedies and recover damages to the fullest extent permitted by law. The Contest Organizer reserves the right to cancel, modify, or suspend this Contest, or to amend these Official Rules, in any way, in the event of any accident, printing error, administrative error, or any other type of error, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserves the right, at its sole discretion, to require an additional skill-testing question, if deemed appropriate, depending on the circumstances and/or to comply with applicable law.

The Contest Organizer also reserves the right, at its sole and absolute discretion, to modify the Contest schedule or any of the dates mentioned in these Official Rules without prior notice, as necessary, in order to verify compliance by any Participant or Entry with these Official Rules, or in the event of technical problems or any circumstances that, in the opinion of the Contest Organizer, may affect the proper administration of the Contest in accordance with these Official Rules, or for any other reason.

By entering this Contest, each Participant authorizes the Contest Organizer and its agents and/or representatives to collect, share, and use the personal information provided in their Entry solely for the purpose of administering the Contest and awarding the Prize, including, without limitation, to communicate with the Participant regarding the Contest and their Entry. You may also receive additional communications from the Contest Organizer and/or third-party partners (as

applicable) about their products, services, upcoming contests, and promotional offers if you consent to receive such communications on the Contest website. You may withdraw your consent to receive such additional communications at any time, during or after the Contest, by following the unsubscribe instructions included in those communications. Please visit <https://corporate.sobeys.com/fr/privacy-policy> for details on Sobeys' privacy policy regarding the use of personal information.

The Official Contest Rules may be viewed at bonichoix.com. The name of the Grand Prize winner will be available at bonichoix.com no later than sixty (60) days following the Draw (Monday, January 5, 2026) and will remain posted for a minimum of ten (10) days.

In the event of any discrepancy or inconsistency between the French version of these Official Rules and any statements or other materials contained in the Contest documents, including the Entry, the website, the English version of these Rules, or any point-of-sale, television, print, or online advertising materials, the French version of these Rules shall prevail to the extent permitted by law.

This Contest is not managed or sponsored by bonichoix.com. Any questions, comments, or complaints regarding the Contest must be directed to the Contest Organizer and not to bonichoix.com or BONICHOIX.com and all its affiliated companies, directors, officers, agents, and employees are not responsible for any claims arising from or related to the Contest Organizer or this Contest.

This Contest is not administered or sponsored by bonichoix.com. Any questions, comments, or complaints regarding the Contest must be directed to the Contest Organizer and not to bonichoix.com. BONICHOIX.com and all of its affiliated companies, directors, officers, agents, and employees are not responsible for any claims arising from or related to the administration of this Contest.

By participating in the Contest and as a condition of accepting a Prize, you, your heirs, executors, administrators, successors, and assigns hereby release and forever discharge the Contest Organizer, the Presenting Sponsors, and the Prize Suppliers, Scene Plus IP Corporation, and each of their parent companies, affiliates, subsidiaries, successors, agents, representatives, advisors, franchisees, shareholders, partners, advertising, promotional, and fulfillment agencies, and each of their respective employees, officers, directors, agents, and representatives (collectively, the "Released Parties") from any and all liability for any loss, damage (including, without limitation, direct, indirect, incidental, consequential, or punitive damages), rights, claims, actions, causes of action, personal injury, property damage, or death, including without limitation all costs and liabilities of any kind (including legal fees on a substantial indemnity basis) (collectively, "Claims"), including, without limitation, any Claim arising out of any act of negligence by the Released Parties, that you now have or may hereafter have against the Released Parties arising directly or indirectly from: (i) participation in the Contest, your entry, and/or the awarding, acceptance, possession, use, misuse, or enjoyment of a Prize, and, if applicable, travel to, preparation for, or participation in any event or activity related to the Prize; or (ii) publicity rights granted to the Contest Organizer. You expressly acknowledge that you understand that there may be serious risks of bodily injury, death, or property damage associated with the acceptance, possession, use, and/or misuse of the Prize and participation in any related events or activities, and you voluntarily assume all such risks. You also agree to indemnify, defend, and hold harmless the Released Parties from any and all Claims relating to the foregoing.

However, by participating in this Contest, each Participant agrees to comply with the terms and conditions of use, agreements, policies, and/or guidelines governing the bonichoix.com or BONICHOIX.com platform, and releases the Contest Organizer, any company, corporation, trust, or other legal entity controlled by or affiliated with it, its advertising and promotional agencies, as well as their employees, agents, and representatives, from any liability for any damages that may result from the use of this platform.