CUSTOMER SATISFACTION SURVEY CONTEST ("Contest" or "contest")

OFFICIAL CONTEST RULES ("Rules")

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

---

1) SPONSOR: This Contest is sponsored by Loblaws Inc. (the "Sponsor") and is administered by Ipsos Limited Partnership (the "Contest Administrator").

2) CONTEST PERIOD: This Contest begins on January 1, 2025 at 12:00:01 AM (ET) (the "Contest Start Date") and closes December 31, 2025 at 11:59:59 PM (ET) (the "Contest Closing Date") (collectively, with the Contest Start Date, the "Contest Period"). The Contest Period consists of twelve (12) Monthly Draw Periods, as more specifically set out in Rule 5.

3) HOW TO ENTER: NO PURCHASE NECESSARY. *To enter the Contest with purchase*, **c**omplete the Customer Survey ("Survey") found at the bottom of your Loblaws Inc receipt within seven (7) days of your purchase transaction using one (1) of the following two (2) methods:

(A) Online: To enter online, visit www.storeopinion.ca, complete the Survey on the Contest entry page, and any mandatory fields on the Contest entry form including, but not limited to, your full name, email address, province/territory and telephone number; or
(B) By Phone: To enter by phone, call 1-800-531-2928 and complete the Survey via Interactive Voice Response ("IVR").

Note: Survey must be completed within seven (7) days of applicable purchase transaction, after which point the link to the Survey will expire.

To enter the Contest without purchase, visit www.storeopinion.ca, select "Don't have a Receipt", complete the Survey on the Contest entry page, and any mandatory fields on the Contest entry form including, but not limited to, your full name, mailing email address, province/territory and telephone number.

Upon completion of the Survey, you will automatically receive one (1) entry into the applicable Monthly Draw Period. Limit five (5) entries per person per Monthly Draw Period. Entries are only valid during the applicable Monthly Draw Period in which they are received.

Your PC id login will be used to identify you as a PC Optimum™ member. Your PC id will be used to award points to your associated *PC Optimum* account. In order to be eligible to receive the PC Optimum points prize (as more specifically described in Rule 7) if confirmed as a winner, you must be the authorized account holder of the *PC Optimum* number associated with the entry. *PC Optimum* membership is free. To register, see in-store or visit pcoptimum.ca.

Entries must be received no later than the end of the Contest Period, regardless of method of entry. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged,

garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected for a prize.

4) ELIGIBILITY: Contest is open to legal residents of Canada who are age of majority or older in their respective province or territory of residence as of the Contest Start Date.

Employees, officers, directors, agents or representatives of the Sponsor, the Contest Administrator, their respective affiliates, subsidiaries, related companies, advertising and promotional agencies (collectively, "Contest Parties") and the immediate family and/or household members of any of the above, are not eligible to participate in the Contest. For the purposes of these contest Rules, "immediate family" means husband, wife, spouse, mother, father, brother, sister, son, and/or daughter, whether or not they reside in the same household.

The Sponsor reserves the right at any time to require proof of identity and/or eligibility to participate in the Contest and any failure to provide such proof may result in disqualification at the Sponsor's sole discretion.

5) POTENTIAL WINNER SELECTION:

A random draw to select two (2) eligible entrants will be made by the Contest Administrator on each monthly draw date listed in the chart below at approximately 10:00 AM (ET) (each, a "Monthly Draw Date") at the Contest Administrator's office located in Toronto, Ontario from all eligible entries received during each Monthly Draw Period below. Entries will only be deemed valid for the duration of the applicable Monthly Draw Period in which the entry was received, subject to the limits on entries. Previously non-winning eligible entries from a Monthly Draw Period will not carry forward to be included in subsequent Monthly Draw Period draws.

Monthly Draw Period	Opens	Closes	Monthly Draw Date
One	January 1, 2025 12:00:01 AM (ET)	January 31, 2025 11:59:59 PM (ET)	February 11, 2025 at 10:00 AM (ET)
Two	February 1, 2025 12:00:01 AM (ET)	February 28, 2025 11:59:59 PM (ET)	March 11, 2025 at 10:00 AM (ET)
Three	March 1, 2025 12:00:01 AM (ET)	March 31, 2025 11:59:59 PM (ET)	April 8, 2025 at 10:00 AM (ET)
Four	April 1, 2025 12:00:01 AM (ET)	April 30, 2025 11:59:59 PM (ET)	May 7, 2025 at 10:00 AM (ET)
Five	May 1, 2025 12:00:01 AM (ET)	May 31, 2025 11:59:59 PM (ET)	June 10, 2025 at 10:00 AM (ET)
Six	June 1, 2025 12:00:01 AM (ET)	June 30, 2025 11:59:59 PM (ET)	July 8, 2025 at 10:00 AM (ET)
Seven	July 1, 2025 12:00:01 AM (ET)	July 31, 2025 11:59:59 PM (ET)	August 7, 2025 at 10:00 AM (ET)
Eight	August 1, 2025 12:00:01 AM (ET)	August 31, 2025 11:59:59 PM (ET)	September 9, 2025 at 10:00 AM (ET)
Nine	September 1, 2025 12:00:01 AM (ET)	September 30, 2025 11:59:59 PM (ET)	October 7, 2025 at 10:00 AM (ET)
Ten	October 1, 2025 12:00:01 AM (ET)	October 31, 2025 11:59:59 PM (ET)	November-12, 2025 at 10:00 AM (ET)
Eleven	November 1, 2025 12:00:01 AM (ET)	November 30, 2025 11:59:59 PM (ET)	December 9, 2025 at 10:00 AM (ET)
Twelve	December 1, 2025 12:00:01 AM (ET)	December 31, 2025 11:59:59 PM (ET)	January 8, 2026 at 10:00 AM (ET)

Before being declared a potential winner, each selected potential winner must correctly answer a time-limited mathematical skill-testing question without assistance or mechanical or electronic aid and will be required to sign a standard declaration and release form confirming, among other things, compliance with the Contest Rules and acceptance of the Prize, as awarded. Each selected potential winner will be notified by phone call no later than four (4) business days following the applicable Monthly Draw Date.

If a potential winner: (a) fails to correctly answer the skill-testing question; (b) fails to properly execute and return the declaration and release form within the specified time; (c) cannot accept (or is unwilling to accept) the Prize, as awarded, for any reason; (d) is determined to be in violation of these Rules; and/or (e) if phone, email or other communication between a potential winner and Sponsor or Contest Administrator is not responded to or is returned as undeliverable, the Prize may be forfeited by that potential winner and the Sponsor reserves the right, at its sole and absolute discretion, to conduct a random draw from the remaining eligible entries for the applicable Monthly Draw Period to award the respective Prize (in which case, the foregoing provisions of this section will apply to such newly selected eligible winner). If a Prize is not claimed by January 31, 2026, that Prize will not be awarded.

6) ODDS OF WINNING: The chances of being selected as a potential winner of a prize depends upon the number of eligible entries submitted and received during each Monthly Draw Period.

7) PRIZES/APPROXIMATE RETAIL VALUES (ARVs): There will be twenty-four (24) prizes [2 per Month] available to be won during the Contest Period. Each potential winner will be given the opportunity to select one (1) of the following two (2) prizes: (a) one (1) x $1000.00 CDN *PC* gift card; **OR** (b) one million (1,000,000) *PC Optimum* points with an approximate retail value of $1,000 CDN (each, a "Prize").

Each Prize may be redeemed subject to its applicable terms, conditions and/or restrictions. See pcoptimum.ca for *PC Optimum* points redemption details.

8) DECLARATION & RELEASE: Each potential winner will be required to execute and return a Declaration and Release form within seven (7) days of the date indicated on the accompanying letter of prize notification and of attempted delivery, or the Prize will be forfeited and may be awarded to an alternate entrant.

9) LIMITATION OF LIABILITY: By entering this contest, the entrant accepts and agrees to these Rules and the decisions of the Sponsor, which shall be final in all matters. By accepting the prize, each winner agrees to hold the Sponsor, the Contest Parties, their affiliates, directors, officers, employees, parent and related companies, licensors, licensees, and assigns (the "Released Parties") harmless against any and all claims and liability arising out of the acceptance, use, misuse or redemption of any prize or participation in the contest. The Released Parties do not assume responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, on account of the foregoing or otherwise, notifications, typographical, responses, replies or any computer, online, software, telephone, cellular phone, hardware or technical problems, interruption, deletion, defect, delay in operation or transmission, failure, traffic congestion or malfunction that may occur, or on account of any combination including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by website or mobile application users or by any of the equipment or programming associated with the Contest or by any technical, human or other error or omission. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Released Parties are not responsible for any injury or damage to entrant or to any computer or cellular phone related to or resulting from participating or downloading materials or applications in this Contest. The Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, lack of participation, fairness, integrity or proper conduct of this Contest or the Contest website.

Sponsor reserves the right to disqualify an entrant if the entrant: a) violates these Rules and/or the general rules/guidelines of any online property or service of the Sponsor; b) enters the contest by any means contrary to these rules or which would be unfair to other entrants or where contest entries are generated by any mechanical or automated means; and/or c) acts in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Entry materials that have been tampered with, reproduced, falsified, or altered are void. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name on the online entry form.

Any attempt to deliberately damage the contest website, contest application or any related website or undermine the legitimate operation of the contest may be a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

Currency is in Canadian dollars unless otherwise stipulated. Each prize must be accepted "as is" and may not be exchanged for an amount of money, bartered, sold, raffled, substituted, or transferred, and is non-refundable. In the event the stated prizes are unavailable due to reasons beyond the control of the Sponsor, a prize of equivalent nature and value will be available to be won, or the Sponsor, in its sole

option, may award the winner the equivalent monetary value in lieu of prize. The prizes will be delivered only to the confirmed winners.

Refusal to accept a prize releases the Sponsor, as well as its respective directors, officers, and employees, of all responsibility and obligations toward the winner of such prize. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of Prizes as set forth in these Rules to be available and/or claimed, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or to conduct a random draw from amongst all eligible Prize claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Released Parties be liable for more than the number, type and value of Prizes stated in these Rules.

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

11) CONDITIONS OF ENTRY: Acceptance of a prize constitutes permission for the Sponsor to use winners' names, cities and provinces/territories of residence and likenesses for purposes of advertising and publicity in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law.

All information requested by and supplied by each entrant must be truthful, accurate, and in no way misleading. Sponsor reserves the right to disqualify any entrant from the contest in its discretion, should the entrant at any stage supply untruthful, inaccurate, or misleading details and/or information or should the entrant be ineligible for the contest pursuant to these rules.

12) INTELLECTUAL PROPERTY: All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

13) INDEMNIFICATION: Entrant releases and holds the Released Parties harmless from 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, resulting in whole or in part, directly or indirectly, participation in the Contest, any breach of the Rules, the Prize won and/or in any Prize-related activity. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest.

14) TERMINATION: If, in the Sponsor or Contest Administrator's opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, or if technical difficulties or any other factors including accident, printing, administrative, or any error of any kind compromises the integrity, administration, or conduct of this contest, the Sponsor reserves the right, with consent of the *Régie des alcools, des courses et des jeux* (the "Régie") in its sole discretion, to modify, suspend or terminate the Contest, in whole or in part, at any time, without prior notice or obligation. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and

civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

15) PROVINCE OF QUEBEC: Any litigation respecting the conduct or organization of the contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize in the contest may be submitted to the Régie only for the purpose of helping the parties reach a fair settlement.

16) PRIVACY/USE OF PERSONAL INFORMATION: The Sponsor respects your right to privacy. By participating in the Contest, you: (i) grant to the Sponsor and Contest Administrator the right to use your name, mailing address, telephone number, and e-mail address, alias or platform handle ("Personal Information") for the purposes of administering this Contest and conducting publicity about this contest; (ii) grant to the Sponsor the right to use Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledge that the Sponsor or Contest Administrator may disclose Personal Information to third-party service providers and agents of the Sponsor or Contest Administrator in connection with any of the activities listed in (i) and (ii) above. The Sponsor and Contest Administrator will only use the entrant's Personal Information for identified purposes and only if consent is given at the time of entry to provide you with information regarding upcoming promotions/Contest of the Sponsor. Your consent may be withdrawn at any time. Should you withdraw your consent, your entry into this contest will be invalid. For more information regarding the manner of collection, use and disclosure of Personal Information by the Sponsor, please refer to the Sponsor's Privacy Policy at: https://www.loblaw.ca/en/privacy-policy

17) LAW: The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Rules are subject to change without notice to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

18) OFFICIAL RULES: These rules are available on the contest website under "Official Contest Rules" at (https://www.inmoment.com/websurvey/servlet/BlobServlet?sid=49719233-633f-4622-8d70-81a072769f2b&v=0&type=0&tag=EN)