

SHORT RULES:

†**NO PURCHASE NECESSARY. For full contest details, visit the Contest Website.** Must be legal drinking age and a resident of British Columbia. To enter, complete an online form in full and submit entry prior to 11:59 PM, PST, July 13, 2025 (the “**Contest Close Date**”). 1 prize available to be won: \$1,500 CAD pair of tickets to the 2026 World Cup in Vancouver [(the “**Prize**”). Approx. retail value: \$1,500 CAD. Alcohol is not part of a Prize. Odds of winning depend on total number of eligible entries received. Skill-testing question required.

OFFICIAL “COORS LIGHT SHARK CLUB FIFA WORLD CUP 26™ GIVEAWAY” CONTEST RULES

IMPORTANT: PLEASE READ THESE OFFICIAL RULES AND REGULATIONS (" **RULES**") BEFORE ENTERING THE COORS LIGHT SHARK CLUB FIFA WORLD CUP 26™ GIVEAWAY (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**") AND SHARK CLUB RESTAURANTS, LP (THE "**CONTEST ADMINISTRATOR**").

ELIGIBILITY: To be eligible to participate, you must:

- i. Be a legal resident of British Columbia
- ii. Be of legal drinking age in your province or territory of residence;
- iii. Not be an employee, officer, director, contractor, agent or representative of the Contest Sponsor, Contest Administrator or any of their respective parent companies, subsidiaries, affiliates, agencies or distribution companies;
- iv. Not be an employee of the applicable provincial liquor agencies, license control/boards and their licensees, retailers, or distributors (the "**Provincial Liquor Authorities**"); and
- v. Not be a member of the immediate family (parent, spouse, sibling, child) of, or domiciled with, any of the foregoing persons.

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.

ENTRANT VERIFICATION: The Contest Sponsor reserves the right to require proof of compliance with these Official Rules in a form acceptable to the Contest Sponsor: (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 (as defined below) 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. 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.

CONTEST PERIOD: The Contest begins on or about June 14, 2025, at 12:00 a.m. PST and ends at 11:59 p.m. PST on July 13, 2025 (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 PARTICIPATE: To participate, obtain a Contest ballot from a server, legibly complete the ballot in full, and submit it to a server prior to the Contest Close Date. To participate, order a Michelob Ultra and receive a branded Shark Club card with a digital QR code on it while quantities last; or enter without purchase by asking any server at Shark Club Vancouver for a

branded Shark Club card request unless otherwise specified. To enter, scan QR code using a wireless mobile device with scanning capability and follow the on-screen instructions to complete the online entry form in full and submit the entry. All fields on the entry form must be completed unless they are otherwise indicated as optional.

Entrants must complete the entry ballot in its entirety, and be in compliance with these Official Rules in order to be eligible to win. Contest ballots are void if illegible, altered or mutilated. Ballots received after the Contest Close Date are void.

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. Any participant who attempts to enter under multiple identities or submit multiple entries outside of the daily entry limits outlined in these Official Rules will be disqualified and forfeits any prize won, in the Contest Sponsor's sole discretion. All ballots, once submitted, become the property of the Contest Sponsor and will not be returned.

PRIZES: There is one (1) prize available to be won, consisting of: one (1) pair of tickets to the 2026 World Cup in Vancouver (hereinafter, the "**Prize**"). Approximate retail value of each Prize is \$1,500 CAD. Alcohol is not part of a Prize. Contest winners are responsible for all costs and expenses not listed as part of the Prize. Once confirmed as a winner, the Prize will be provided to 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.

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: Odds of winning a Prize depend on the number of eligible entries received for each during the contest period at each participating location.

AWARDING OF PRIZES: There will be one (1) draw(s) during which the Contest Administrator will randomly select one (1) entry from all eligible entries received during the Contest Period on July 14, 2025, 10:00 AM PST (the "**Draw Date**") in Vancouver, BC. The selected entrant will be notified by the Contest Administrator via email (provided on the entry form/ballot 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 a Prize is awarded, the selected entrant(s) may be required to sign a standard declaration of compliance with the Official Rules and Release and Indemnity form releasing the

prize supplier, Contest Sponsor, Contest Administrator 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 does not respond to the Notification within the time stipulated, is found to be ineligible for any reason, declines to accept a Prize, declines to provide a signed release and indemnity, incorrectly answers the required mathematical skill-testing question, the potential winner will be disqualified and will forfeit the Prize. The Contest Sponsor may then, at their sole and absolute discretion, select another eligible entrant who will be subject to disqualification in the same manner.

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, AND PROVIDING A SIGNED RELEASE AND INDEMNITY (AS APPLICABLE). 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.

RELEASE: By participating in the Contest and submitting an entry, each entrant (i) agrees to be bound by these Official Rules, including all entry requirements, (ii) agrees that the decisions of the Contest Sponsor or Contest Administrator (as applicable) 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 that is lost, stolen, late, garbled, distorted, delayed, damaged or misdirected for any reason; (ii) any failure, interruption, technical malfunction or delay; (iii) any e-mail, text or SMS message or other communication sent or received to or from the Contest Sponsor or any of its agents or designees, for any reason; (iv) for any incorrect, untimely or inaccurate information howsoever caused; (v) any technical or human error which may occur in the processing of any entry or

entries in the Contest; or (vi) 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.

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

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 at each participating location 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 or identities 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 that has been falsified, manipulated or otherwise altered in any way; (v) disrupt or participate in the Contest in any fraudulent or misleading way 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: The Contest Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Contest Sponsor to conduct the Contest and fulfill any Prize requirements and, only if consent is given at the time of entry, to

provide the entrants with information regarding upcoming promotions and/or events from the Contest Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Contest Sponsor, please refer to the Contest Sponsor's privacy policy, available at <https://www.labatt.com/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 Official Rules and all applicable federal, provincial, municipal and local laws. 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.