

**Shoppers Drug Mart® Holiday Wish & Win 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 Shoppers Drug Mart Inc. located at 243 Consumers Road, Toronto, Ontario M2J 4W8 (the “Sponsor”) and administered by Ventura Associates International, LLC, (the “Contest Administrator”).

2) CONTEST PERIOD: This Contest begins on November 10, 2021 at 12:00am ET (the “Contest Start Date”) and closes on December 13, 2021 at 11:59:59pm ET the (“Contest Closing date”) (collectively the “Contest Period”). The Contest consists of five (5) weeks (each, a “Week” and collectively the “Weeks”), as follows:

Week	Start Date (all 12:00am ET)	End Date (all 11:59:59 pm ET)	Weekly Draw Date
1	November 10, 2021	November 15, 2021	November 16, 2021
2	November 10, 2021	November 22, 2021	November 23, 2021
3	November 10, 2021	November 29, 2021	November 30, 2021
4	November 10, 2021	December 6, 2021	December 7, 2021
5	November 10, 2021	December 13, 2021	December 14, 2021

3) HOW TO ENTER: NO PURCHASE NECESSARY. You may only enter the Contest using one (1) of the following methods:

(a) **SMS TEXT ENTRY:** You will automatically receive one (1) entry when you opt-in to receive ongoing promotional text messages from the Sponsor during the Contest Period. To opt-in, text one (1) of the following keywords: **HOLIDAY, WISH, PRIZE, WIN, GIFT, CONTEST, SDM, PHX** or **WINNING** to the SMS shortcode 736-898 (“SMS Entry”) or **SOUHAITS, PRIX, GAGNEZ, CADEAUX, CONCOURS, SDM, PHX, GAGNE** or **GAGNANT** to the SMS shortcode 736-37 (also referred as “SMS Entry”). SMS entrant will receive one (1) confirmation SMS text message on their mobile phone after entrant texted the keyword to one of the above shortcodes confirming entry into this Contest. All SMS entrants must have a mobile phone with two-way text messaging SMS service in order to enter the Contest using this method of entry. Standard carrier-messaging and data charges may apply to each text message sent and received. Text STOP to stop receiving promotional text messages from Sponsor including text messages about this Contest. Text HELP for help. Text messaging may not be available in all areas. **By entering via SMS Entry you grant the Contest Administrator of this Contest your consent to call your mobile phone should you be selected as a potential winner.** SMS entrants who have opted out during the Contest Period will not be notified. Limit one (1) SMS Entry per person during the Contest Period.

(b) **EMAIL ENTRY:** You will receive one (1) entry into the Contest when you send an email with your name, full address including postal code and daytime phone number to SDMContest@sweepspros.com, with a subject title “SDM Holiday Contest Entry” (“Email Entry”). Normal internet access and usage charges imposed by your online/carrier service may apply. Multiple individuals are not permitted to use the

same email address. The Contest Administrator of this Contest will contact you by email should you be selected a potential winner. Limit one (1) Email Entry per person during the Contest Period.

“Entry” shall mean and refer to either a SMS Entry or Email Entry. 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. Limit one (1) Entry per person regardless of whether the entrant enters by SMS text message or email. In the case of multiple Entries from the same entrant using multiple methods of entry, the same cellular phone number or email address, only the first eligible Entry will be considered.

4) ELIGIBILITY: Contest is open to legal residents of Canada who have reached the age of majority within the province or territory of which they reside 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, “Promotion 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) METHOD OF AWARDING PRIZES: On each Weekly Draw Date listed above in Rule 2 (each, a “Weekly Draw Date”) at approximately 9:30am ET (located at 494 Eighth Avenue, Suite 1700, New York, NY 10001) potential winners will be randomly selected from all eligible Entries submitted and received by the end of the Week immediately preceding the applicable Weekly Draw Date. Previously non-winning eligible Entries from one Week automatically carry forward to be included in subsequent Weeks. On the Weekly Draw Date, a text will be sent to each SMS entrant requesting the entrant to follow instructions and tap the gift box image to reveal an onscreen message identifying the entrant as either a non-winner or as the potential winner of a weekly prize (more specifically described in Rule 7 below). Entrants who submitted an Email Entry will be notified by email if the Entry is selected as a potential winner with no ‘tap the gift box’ requirement, whereas the non-winning Email entrants will not be notified. All potential winners will subsequently be contacted by phone call or email (depending on method of entry) within seven (7) days of the Weekly Draw Date. If a potential winner cannot be contacted or does not respond within three (3) days following contact by the Contest Administrator, is not in compliance these Rules, incorrectly answers the skill-testing question, declines the prize won, fails to return the standard declaration and release form by the date/timeframe designated by the Sponsor/Contest Administrator, or if correspondence between the Sponsor/Contest Administrator and a potential winner is returned as undeliverable, the prize will be forfeited by that potential winner and the Sponsor reserves the right to randomly select another potential winner from among the remaining eligible Weekly Entries submitted and received in accordance with these Rules. Notification to an alternate potential winner may exceed seven (7) days of random draw date. Before being declared a winner, the selected potential winner of a respective prize 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 compliance with the Contest Rules and acceptance of the prize as awarded. Attempts will be made to contact and verify all winners. **If any prize winner cannot be verified by Contest Administrator and/or Sponsor within sixty**

(60) days of Draw Date, Sponsor reserves the right not to award the unfulfilled/unclaimed prize(s). No communication will be entered into except with selected entrants.

6) ODDS OF WINNING: The chances of being selected as a potential winner depends upon the number of eligible Entries submitted and received in accordance with these Rules by the end of the Week immediately preceding the applicable Weekly Draw Date.

7) PRIZES/APPROXIMATE RETAIL VALUES (“ARVs”): There will be a total of twenty-four (24) prizes available to be won during the Contest Period, consisting of:

Week	Total prizes available to be won	Prize Description	Each Prize ARV (CDN)
1	5	One (1) Men's and one (1) Women's Deluxe Fragrance Discovery Collections	\$230.00
2	5	JBL Flip 4 Portable BT Speaker	\$86.32
3	5	Nintendo Switch Console	\$399.99
4	5	Playstation 5 Console	\$618.88
5	4	5 Million PC Optimum™ points	\$5,000.00

Total ARV of all prizes combined is \$26,675.95CAD. The ARV of each prize is stated by the Sponsor as being in effect thirty (30) days prior to the launching of this Contest, however, are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the ARV is stated by the Sponsor and the date the prizes are awarded. If, at the time a prize is awarded, the actual prevailing retail purchase price for the prize is less than the ARV stated by the Sponsor in point of sale, television and print advertising, promotion materials and/or in these Rules, the prize winner will not be entitled to a cheque or cash or merchandise for the price difference.

Limit one (1) prize per household. PC Optimum points redeemed may be subject to its terms, conditions and/or restrictions. See pcoptimum.ca for redemption details. The contents of each prize and/or specifics of each prize will be at the sole and absolute discretion of the Sponsor. Prize images depicted in advertising and promotional materials may vary from the actual prize and any depiction of a prize is for illustrative purposes only and may not reflect the images of the actual prize won. The trademarks associated with prizes are the property of their respective owners.

8) DECLARATION & RELEASE: Each potential winner will be required to execute and return a declaration and release form within three (3) business 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. Winning a prize is subject to verification and receiving a prize is contingent upon a potential winner's compliance with these Rules. No prize can be awarded until a potential winner's eligibility has been verified (and where applicable, a unique code sent to potential winner is confirmed) by Sponsor and/or Contest Administrator.

The return of any prize/prize notification as undeliverable or noncompliance with the terms of these Rules may result in disqualification and at Sponsor's discretion and the selection of 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, its affiliates, directors, officers, employees, parent and related companies, licensors, licensees, and assigns 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 Sponsor assumes no 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 Sponsor is 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 Sponsor is 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. If due to printing, production, online, internet, computer or other error of any kind, more prizes are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid prize claims and/or conduct a random draw from amongst all eligible claimants to award the correct number of prizes. In no event whatsoever will the Sponsor or any of the Promotion Parties be liable for more than the number, type and value of prizes as stated in these Rules.

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; 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 entrant, the entry will be declared made by the authorized account holder of the cellular phone number or email address submitted at time of entry. Authorized account holder is defined as the natural person who is assigned to a cellular phone number by a wireless carrier, or email address assigned by an Internet access provider or other organization responsible for assigning the email address, for the account associated with the submitted SMS/Email Entry.

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. All winners acknowledge that neither the Sponsor nor Contest Administrator (nor any other

businesses concerned with this Contest), nor their agents, make, or are in any manner responsible for, any warranty or representations, expressed or implied, in fact or in law, relative to the quality or conditions of any aspect of any prize. Selection of prize item, contents of the prize packs, size, color and brand will be at the Sponsor's sole discretion. Where applicable, each confirmed prize winner is solely responsible for all expenses, including operating expenses, that are not specifically and expressly included in the prize description above. In the event the stated prizes (or a portion thereof) 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. Neither the Sponsor or Contest Administrator shall be responsible for any delays or any act or omissions whatsoever by any persons providing any of the prize fulfillment services. Shipped prizes shall not be insured and the Sponsor shall not assume any liability for lost, damaged or misdirected prizes.

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 no event shall Sponsor be held to award more prizes than what is mentioned in these Rules or to award prizes otherwise than in compliance with these Rules.

10) LANGUAGE DISCREPANCY: In the event of any discrepancy or inconsistency between 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 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 sole 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 Sponsor 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, and/or in any prize-related activity. The entrant agrees to fully indemnify the Sponsor from any and all claims by third parties relating to the Contest.

14) TERMINATION: If, in the Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, or if technical difficulties or any other factor 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* (“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 the right to use your name, mailing address, telephone number, and email address (“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 may disclose Personal Information to third-party service providers and agents of the Sponsor in connection with any of the activities listed in (i) and (ii) above. The Sponsor 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 by the Sponsor, please refer to the Sponsor’s Privacy Policy at: 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 in order 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 at <http://www.3csms.mobi/holiday/> under “Official Contest Rules.”