

**Shoppers Drug Mart/Pharmaprix Inc. “Swipe to Win” Contest (“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.** (the “Sponsor”) and administered by **DonerNorth** (the “Contest Administrator”).

2) CONTEST PERIOD: This Contest begins on Saturday, February 26, 2022 at 12:00:00 AM (ET) and closes Friday, March 25, 2022 at 11:59:59 PM (ET) the (“Contest Closing date”) (collectively, the “Contest Period”).

3) HOW TO ENTER: NO PURCHASE NECESSARY. To enter, log on to **shoppersdrugmart.ca/new or pharmaprix.ca/new**, and follow the on-screen instructions, including but not limited to playing the game and swiping to select one (1) product from each of the eight (8) product pairings available. For clarity, entrants will be able to play the game weekly and there will be eight (8) product pairings for each of the four (4) weeks during the Contest Period, as more specifically outlined in the chart below. After selecting eight (8) products per week, complete your entry by submitting your PC™ ID credentials, including email address and password, to submit your entries into the Contest. Once completed, click “Submit” and you will be entered into the Contest.

Limit of sixteen (16) entries [2 entries per product selected] per week per e-mail address during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.

There are eight (8) product pairings per week during the Contest Period, with each pairing eligible for two (2) entries. Entrants will receive sixteen (16) ballots per week, for a maximum sixty-four (64) entries potentially earned during the Contest Period. Once a contest week has ended, entrants will not be able to enter/play the game for that Contest week and no entries for that Contest week will be earned.

Week	Contest Week Dates	Eligible Entries Received
Week 1	Saturday February 26 – Friday March 4, 2022	8 product pairings x 2 entries each = 16entries
Week 2	Saturday March 5 – Friday March 11, 2022	8 product pairings x 2 entries each = 16 entries
Week 3	Saturday March 12 – Friday March 18, 2022	8 product pairings x 2 entries each = 16 entries
Week 4	Saturday March 19 – Friday March 25, 2022	8 product pairings x 2 entries each = 16 entries

Entries must be received no later than the end of the Contest Period. 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 have reached the age of majority within their province or territory of residence as of the Contest start date **AND** who are eligible PC Optimum™ program members. PC Optimum™ program members must have a valid digital account with PC ID login credentials which include an email address and password associated with their PC Optimum™ card number in order to enter the Contest. If you are not already a PC Optimum™ program member, you may become a member by following the instructions to participate available at: <https://www.pcoptimum.ca/company-policy/terms-and-conditions>. Becoming a PC Optimum program member is free of charge.

Employees, officers, directors, agents or representatives of the Sponsor and 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) POTENTIAL WINNER SELECTION: A random draw will be made by the Sponsor on April 8, 2022 at 12:00 PM (ET) in Toronto, ON (the “Draw Date”) from all eligible entries received on or before the Contest Closing Date. Before being declared a winner of a prize, each selected potential winner of a Prize, as more specifically defined in Rule 7) 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. The selected potential winners will be notified by email or phone call no later than April 22, 2022. 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 entries submitted and received in accordance with these Rules. **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).**

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 during the Contest Period.

7) PRIZES/APPROXIMATE RETAIL VALUES (ARVs): There will be fifteen (15) prizes available to be won during the Contest Period, each consisting of \$1,000 Shoppers Drug Mart/Pharmaprix gift cards, with an approximate retail value of \$1,000.00 (the “Prize” or “prize”).

Total approximate retail value of all prizes combined is \$15,000.

Limit one (1) prize per household. Usage of the Shoppers Drug Mart/Pharmaprix Gift Card is subject to any applicable gift card terms and conditions.

8) DECLARATION & RELEASE: Each potential winner will be required to execute and return a declaration and release form within three (3) 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.

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, 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 official 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 mobile phone or email address submitted at the 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 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. In the event the stated prize(s) 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 prize(s) will be delivered only to the confirmed winners. 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 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 sole discretion, should the entrant at any stage supply untruthful, inaccurate, or misleading details and/or information or should the entrant be ineligible to enter 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 its 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 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 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: <https://loblaw.ca/en/privacy.html>

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 shoppersdrugmart.ca/new or pharmaprix.ca/new under "Official Contest Rules".