

## OFFICIAL CONTEST RULES AND REGULATIONS

Enter for a chance to win one (1) of sixteen (16) pairs of tickets to a choice of one (1) of two (2) pre-select concert in TD Coliseum (the “**Contest**”), sponsored by Grolsch Canada Inc. (the “**Sponsor**”). Participation in this Contest constitutes full and unconditional acceptance of, and agreement to be legally bound by, these contest rules set out below (the “**Official Contest Rules and Regulations**”).

### **WHO CAN ENTER:**

The Contest is open to all residents of Ontario who are 19 years of age or older, with a valid email address and access to the Internet. Employees, officers, directors, contractors, representatives and agents of the Sponsor, of any corporation or other legal entity controlled by or related to the Sponsor, of its advertising and promotional agencies, or of suppliers of the Prize, materials or services related to the Contest, and members of their immediate families and any individuals with whom they are domiciled, are not eligible to participate in the Contest.

### **CONTEST PERIOD:**

The Contest starts on April 3<sup>rd</sup>, 2026 at 12:01 a.m. (EST) and closes on November 30<sup>th</sup>, 2026 at 11:59 p.m. (EST), unless suspended or cancelled earlier as set out herein (the “**Contest Period**”). The Contest Period shall consist of two (2) entry periods (each an “**Entry Period**”) as described below:

- (1) **First Entry Period:** Any entries properly received on and until May 7, 2026 11:59 p.m. (EST); and
- (2) **Second Entry Period:** Any the entries properly received after the May 7, 2026 12:00a.m. (EST) until November 30<sup>th</sup> at 11:59 p.m. (EST).

The sole determinant of the time for the purposes of this Contest will be the Sponsor’s server data.

### **HOW TO ENTER:**

NO PURCHASE IS REQUIRED TO PARTICIPATE OR WIN.

Eligible participants can enter at <http://peronitdcoliseumertowin.ca> or by scanning the QR Code, and by filling in the form and answering all required field questions on the website. No purchase necessary. Participants will see a confirmation screen stating that they have successfully entered the Contest.

Alternative Entry: An eligible participant may also enter by sending an index card with their name, email address and mailing address printed on one side of the card to Asahi Canada,

65 Heward Ave, Suite A-102 Toronto, ON M4M 2T5, Attn: ETW Tickets for TD Coliseum, provided it is received by the Sponsor before the end of the Contest Period.

Eligible participants are allowed only one (1) entry per Entry Period, whether via the website or by mail. A participant may not share the same email address with another participant and may not enter with multiple email addresses or under more than one identity. If it is discovered by the Sponsor that any participant has attempted to enter, or entered, under more than one email address or identity, such participant may be disqualified by the Sponsor, in their sole discretion. Entries generated by automated means or which, in the opinion of the Sponsor, are intended to subvert the entry process, will be void.

**PRIZE:**

There are in total sixteen (16) pairs of tickets at the TD Coliseum (101 York Blvd, Hamilton, ON L8R 3L4) to be won, broken out per Entry Period as follows:

- (1) **First Entry Period:** eight (8) pairs of tickets, and
- (2) **Second Entry Period:** eight (8) pairs of tickets .

The winner may select one (1) concert of his or her choice, from two (2) pre-select concerts at TD Coliseum. The pre-select concerts will be disclosed at the time of winner notification. The value of each Prize (one (1) pair of tickets) shall be up to \$600. The Prize does not include travel, accommodation, or any personal expenses incurred to attend.

The winner will not be entitled to any monetary difference between the stated value of the Prize and the actual value, if any. The Prize must be accepted as awarded, without exchange or conversion to cash, and is non-assignable and non-transferable.

The Sponsor reserves the right to substitute a Prize of equal or greater value for any reason whatsoever. In order for the Prize to be awarded, the winner and his or her guest must execute and deliver to the Sponsor the Sponsor's form of Declaration of Compliance and Liability Release.

**EXCLUSIONS:**

Any other costs and expenses associated with claiming or using the Prize, other than those mentioned above, are the responsibility of the winner and his or her guests, including but not limited to transportation to and from the transport departure point and destination, expenses, taxes and gratuities. The Sponsor is not responsible for any loss, theft or misuse of the Prize. The winner is solely responsible for the reporting and payment of any and all taxes, if any, that may result from claiming the Prize.

**SELECTION OF WINNER:**

Total of sixteen (16) entries will be randomly selected from all eligible entries received over two (2) separate Entry Periods as follows:

(3) Following **First Entry Period**, first eight (8) entries will be randomly selected on May 8th, 2026 10:00am (EST) (“**First Draw**”); and

(4) Following **Second Entry Period**, second eight (8) entries will be randomly selected on December 15th, 2026 10:00 a.m. (EST) (“**Second Draw**”)

(each respectively, the “**Draw Date.**”)

The Sponsor reserves the right to verify the entry and the eligibility of the selected participant, including requiring satisfactory proof of age and jurisdiction of residence.

A selected participant whose entry is drawn is not considered a winner of any prize unless and until:

1. the selected participant’s eligibility to enter the Contest has been verified by the Sponsor;
2. the selected participant has correctly answered (unaided) the mathematical skill-testing question on the website; and
3. the selected participant executes and returns Declaration of Compliance and Liability Release in the form provided by Sponsor within five (5) days of the date it is sent by Sponsor to the selected participant.

The odds of winning are dependent upon the number of eligible entries received during the Contest Period.

#### **WINNER NOTIFICATION:**

The selected participant will be notified via email within five (5) days of the respective Draw Date. The Sponsor will make two (2) attempts to contact the selected participant.

Before being declared a winner, the selected participant will be required to acknowledge via email or in writing his or her receipt of notification of eligibility for the Prize, answer the mathematical skill-testing question correctly (unaided), and sign a Declaration of Compliance and Liability Release before the Prize is awarded.

If no acknowledgement of the notification is received by the Sponsor by May 13th, 2026 at 5:00 p.m. (EST) for First Draw, and December 21<sup>st</sup> 2026 at 5:00 p.m. (EST) for the Second Draw, or if the selected participant fails to correctly answer the skill-testing questions within the specified time, or if the selected participant declines to sign the Sponsor’s form of Declaration of Compliance and Liability Release or otherwise does not meet any other

Contest conditions, the Prize will be forfeited and will be awarded to an alternate winner in a random draw selected from the remaining eligible entries.

The process will be repeated as necessary until a winner is declared. The Sponsor will not be responsible for any failed attempts to reach a selected participant. If for any reason, any prize is not awarded within three (3) months of the Draw Date, at its discretion, Sponsor may decide not to award the prize(s).

Except for the selected participant(s), no other participants will be notified about the results of the Contest.

**GENERAL:**

By participating in the Contest and/or accepting a Prize, each participant acknowledges and agrees that: (i) the decisions of the Sponsor are final and binding on all matters relating to the Contest, including matters of fact, interpretation, eligibility, procedure and fulfillment in respect to the Contest; and (ii) the Sponsor reserves the right at any time to cancel or modify the Contest or to modify or supplement these Official Contest Rules and Regulations, without prior notice, in its sole discretion, subject to applicable law.

Without limiting the generality of the foregoing, the Sponsor reserves the right, in its discretion, to suspend, cancel, terminate or modify the Contest at any time if a computer virus, bug, tampering, unauthorized intervention, or other technical problem of any sort corrupts the administration, security, impartiality or proper play of the Contest. Should the Sponsor cancel, modify or supplement the contest, notification after the fact will be posted on Contest website at <http://peronitdcoliseumertowin.ca>.

A participant may withdraw their entry at any time by sending a request to [maral.campana@asahicanada.ca](mailto:maral.campana@asahicanada.ca) Any such request must be received before the end of the Contest Period.

**PERSONAL INFORMATION:**

By entering the Contest, participants consent to the collection, use and disclosure of their personal information to administer, implement and fulfill the Contest in accordance with the Sponsor's privacy policy (available at <https://peroniitalia.com/privacy-policy>).

By accepting the Prize, the winner consents to any use of his or her name, hometown, voice, statements and photographs or other likenesses for publicity purposes in connection with the Contest, in all media and all formats, including, but not limited to on the internet, without further notice, permission or compensation.

Participants' personal information will be stored in the Contest database and Sponsor will use it for the purposes of the Contest. The Sponsor respects your right to privacy and works at all times to comply with all applicable data protection and privacy laws. Except as expressly set out in these Official Contest Rules and Regulations, the Sponsor's privacy policy (available at <https://peroniitalia.com/privacy-policy>), or as otherwise agreed to by you, any personal information provided in connection with this Contest will only be collected, used and disclosed by the Sponsor and its third party partners and service providers for the purposes of administering and conducting this Contest, including, without limitation, verification of eligibility and identity and awarding and delivering Prizes.

Please note that personal information provided as part of this Contest may be collected in, transferred to, and processed and stored in jurisdictions outside of Canada. Such information will be subject to the general laws applicable within those jurisdictions, including, without limitation, possible access by regulatory authorities.

The Sponsor will not sell, share, or otherwise disclose personal information provided in connection with this Contest to or with third parties or agents, other than to third parties or agents engaged by the Sponsor to fulfill the above purposes or as permitted or required by the applicable laws.

No other use will be made of the Participant's personal information, except in cases where the Participants have expressly indicated in writing that they wish to receive more information about the Sponsor.

#### **INTELLECTUAL PROPERTY:**

The Sponsor is the sole owner of the promotional materials and products of the Contest as well as intellectual property rights, including, without limitation, the software, logos and trademarks relating thereto and nothing in these Official Contest Rules and Regulations shall be interpreted so as to confer any right whatsoever on the participants in this regard.

#### **DISQUALIFICATION:**

If the selected winner of the Contest fails to comply with these Official Contest Rules and Regulations, eligibility to receive the Prize may be terminated.

The Sponsor reserves the right in its sole discretion to disqualify from the Contest and any future contest or other promotion conducted by the Sponsor i) participants or persons who are expected to participate in using the Prize who do not comply with these Official Contest Rules and Regulations; ii) persons who tamper with the entry process or the operation of the Contest or the Contest website; and iii) persons who act in a disruptive manner or with

the intent to annoy, abuse, threaten or harass any other person in association with the Contest.

Any attempt to deliberately damage any phone or online system or to undermine the legitimate operation of the Contest is a violation of criminal and civil laws and, in such case, the Sponsor reserves the right to sue and claim damages to the fullest extent permitted by law, including through criminal prosecution.

**RELEASE:**

By participating in the Contest and/or accepting the Prize, each participant acknowledges and agrees that the Sponsor, affiliated or related companies of the Sponsor and suppliers to the Contest and each of their respective directors, officers, employees, agents, representatives, advertising, promotion and fulfillment agencies, and legal advisors (collectively, the “**Released Parties**”) are not responsible for and shall not be liable for: (i) website, telephone, electronic, hardware or software program, access provider, server, network, Internet or computer malfunctions, failures, or difficulties suffered by any participant of any kind, including any failure to successfully enter the Contest for any reason; (ii) failed, incomplete, garbled or delayed entry information or computer transmissions or traffic or congestion on the Internet or at any website; (iii) any condition caused by events beyond the control of the Sponsor that may cause the Contest to be fully or partially disrupted or corrupted, or which may fully or partially impede winner’s enjoyment of the Prize including but not limited to weather conditions, Contest cancellation or postponement; (iv) inaccurate entry information, whether caused by equipment, programming used in the Contest, human processing or otherwise, or any combination thereof; or (v) any injuries, losses, damages, rights, claims and actions of any kind arising in connection with or as a result of the Prize, or acceptance, possession, or use or misuse of the Prize, or from participation in the Contest, including without limitation, personal injury, death, property damage, and claims based on publicity rights, defamation or invasion of privacy. No liability is assumed by any of the Released Parties for any damage to a participant’s or any other person’s computer resulting from or related to participation in the Contest including but not limited to downloading of any Contest-related materials.

The winner of the Contest (i) recognizes and confirms that the Released Parties do not grant any guarantee or insurance whatsoever with regard to any Prize of the Contest; and (ii) acknowledges and confirms the absence of any implied warranty with respect to this Contest or any Prize offered.

**DISCREPANCIES:**

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Contest Rules and Regulations or any other statements contained in any Contest-related materials or Contest-related information, the terms and conditions of these Contest Rules and Regulations shall prevail.

**GOVERNING LAW:**

The Contest (including these Official Contest Rules and Regulation) and any issues concerning the validity, interpretation or enforceability of these Official Contest Rules and Regulations, or the rights and obligations of participants and the Sponsor, shall be governed by and construed in accordance with the laws of the Ontario, without giving effect to any conflict of law rules. No correspondence will be entered into except with the selected participant who will be notified as forth above. The Contest is subject to applicable Federal, Provincial and local laws and void where prohibited or restricted by law. If any provision of these Official Contest Rules and Regulation is held to be invalid or unenforceable, such provision shall be severed, and the remaining provisions shall remain in full force and effect.