

**CUSTOMER SATISFACTION SURVEY CONTEST (“CONTEST”)
OFFICIAL CONTEST RULES (“RULES”)**

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

2) CONTEST PERIOD: This Contest begins on January 1, 2021 at 12:00:01 AM (ET) and closes December 31, 2021 at 11:59:59 PM (ET) (the “Contest Closing date”) (collectively the “Contest Period”).

3) HOW TO ENTER: NO PURCHASE NECESSARY. You can enter this Contest by completing the Customer Satisfaction Survey (“Survey”) found at the bottom of your receipt within seven (7) days of your transaction through either one (1) of the following two (2) methods:

- (a) **Online:** To enter online, visit www.storeopinion.ca (the “Contest Website”), complete the Survey on the Contest entry page, **and** mandatory fields on the Contest entry form including, but not limited to, your full name, email address, province and telephone number.
- (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 transaction, after which point the link to the Survey by way of such receipt will expire.

Your email address will be used to identify you as a *PC Optimum* member. In order to be eligible to receive the *PC Optimum* points, should you be selected as the Potential Winner you must provide the same e-mail address you registered with as a *PC Optimum* member and be the authorized account holder.

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.

There are twelve (12) Monthly Draw Periods for this Contest (“Monthly Draw Period”). Entries for this Contest are unlimited. However, entries are only valid during the applicable Monthly Draw Period in which they are received. Should you not be selected as a Potential Winner during the applicable Monthly Draw Period in which your entry was submitted, you may enter again for any subsequent Monthly Draw Period.

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 Closing Date.

Employees, officers, directors, agents or representatives of the Sponsor, the Contest Administrator, its 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 FOR GRAND PRIZE:

A random draw will be made by the Contest Administrator on the monthly draw dates listed below at 10:00 AM (ET) (“Monthly Draw Date”) at Ipsos, 222 South Riverside Plaza, Chicago IL, USA from all eligible entries received on or before the Contest Closing Date. Before being declared a Winner, the 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 compliance with the contest Official Rules and acceptance of the prize as awarded. The selected Potential Winner will be notified by phone call no later than four (4) business days following the applicable Monthly Draw Date. If the Potential Winner cannot be contacted within 5 business days of the applicable Monthly Draw, at the Sponsor’s discretion, another Entrant may be selected.

The following chart provides the applicable Monthly Draw Periods in which two (2) Potential Winners will be selected for each, for a total of twenty-four (24) Potential Winners selected during the Contest Period. Entries will only be deemed valid for the duration of the applicable Monthly Draw Period in which the entry was received.

Monthly Draw Period	Opens	Closes	Monthly Draw Date
One	January 1, 2021 12:00:01 AM (ET)	January 31, 2021 11:59 PM (ET)	February 9, 2021 at 10:00 AM (ET)
Two	February 1, 2021 12:00:01 AM (ET)	February 28, 2021 11:59 PM (ET)	March 9, 2021 at 10:00 AM (ET)
Three	March 1, 2021 12:00:01 AM (ET)	March 31, 2021 11:59 PM (ET)	April 8, 2021 at 10:00 AM (ET)
Four	April 1, 2021 12:00:01 AM (ET)	April 30, 2021 11:59 PM (ET)	May 11, 2021 at 10:00 AM (ET)
Five	May 1, 2021 12:00:01 AM (ET)	May 31, 2021 11:59 PM (ET)	June 8, 2021 at 10:00 AM (ET)
Six	June 1, 2021 12:00:01 AM (ET)	June 30, 2021 11:59 PM (ET)	July 8, 2021 at 10:00 AM (ET)
Seven	July 1, 2021 12:00:01 AM (ET)	July 31, 2021 11:59 PM (ET)	August 10, 2021 at 10:00 AM (ET)
Eight	August 1, 2021 12:00:01 AM (ET)	August 31, 2021 11:59 PM (ET)	September 9, 2021 at 10:00 AM (ET)
Nine	September 1, 2021 12:00:01 AM (ET)	September 30, 2021 11:59 PM (ET)	October 8, 2021 at 10:00 AM (ET)
Ten	October 1, 2021 12:00:01 AM (ET)	October 31, 2021 11:59 PM (ET)	November 9, 2021 at 10:00 AM (ET)
Eleven	November 1, 2021 12:00:01 AM (ET)	November 30, 2021 11:59 PM (ET)	December 9, 2021 at 10:00 AM (ET)
Twelve	December 1, 2021 12:00:01 AM (ET)	December 31, 2021 11:59 PM (ET)	January 11, 2022 at 10:00 AM (ET)

6) ODDS OF WINNING:

GRAND PRIZE: The chances of being selected as a Potential Winner depends upon the number of eligible entries received.

7) PRIZES/APPROXIMATE RETAIL VALUES (ARVs): There will be twenty-four (24) prizes available to be won during the Contest Period. The Potential Winners will be given the opportunity to select their prize of choice between either one (1) of the following two (2) prize options: A \$1000.00 PC gift card **OR** One million (1,000,000) PC Optimum Points.

Each prize has an approximate retail value of **\$1000**. Total approximate retail value of all prizes combined is **\$24,000 (12 months X \$2000)**.

The approximate retail value of each prize is that stated by the supplier of the prize as being in effect thirty (30) days prior to the launching of this contest.

8) DECLARATION & RELEASE: The Potential Winner will be required to execute and return a Declaration and Release 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.

The return of any prize/prize notification as undeliverable or noncompliance with the terms of these Official Rules may result in disqualification and at the Sponsor's discretion, selection of an alternate Entrant.

9) LIMITATION OF LIABILITY: By entering this contest, the entrant accepts and agrees to these Official Rules and the decisions of the Sponsor, which shall be final in all matters. By accepting the prize, the Winner agrees to hold the Sponsor, the Contest Administrator, their 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. Neither the Sponsor nor the Contest Administrator assumes 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. Neither the Sponsor nor the Contest Administrator is 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. Neither the Sponsor nor the Contest Administrator is 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 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 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 their 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 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 their 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, the Contest Administrator, their affiliates, directors, officers, employees, parent and related companies, licensors, licensees, and assigns (collectively, the "Indemnified 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, and/or in any Prize-related activity. The Entrant agrees to fully indemnify the Indemnified 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 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* 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 des alcools, des courses et des jeux 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 withdrawal 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://loblaw.ca/en/privacy.html>.

17) LAW: The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Official 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 Official 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 **[contest URL]** under “Official Contest Rules” (<https://www.inmoment.com/websurvey/servlet/BlobServlet?sid=49719233-633f-4622-8d70-81a072769f2b&v=0&type=0&tag=EN>)