

BODYARMOR VIP Sports Bundle at Circle K
OFFICIAL RULES
(the “Rules”)

NO PURCHASE NECESSARY TO ENTER.

PROMOTION PERIOD AND SPONSORS. The “BODYARMOR VIP Sports Bundle at Circle K” (the “**Promotion**”) is sponsored by Coca-Cola Canada Bottling Limited., Couche-Tard Inc., and Mac’s Convenience Stores Inc. (collectively, the “**Sponsors**”), and is administered by SIX12 Creative Inc. and LPi Communications Group (the “**Administrators**”). The Promotion begins on September 15, 2026 at 12:00:00 a.m. Eastern Time (ET) and ends on November 9, 2026 at 11:59:59 p.m. ET (the “**Promotion Period**”). The clock used by the Sponsors to compute Entries (as defined below) will be the official clock to determine the date and time of receipt of an Entry.

Promotion information, including these Official Rules, is available online at <https://games.circlek.com/ca/bodyarmor>.

ELIGIBILITY. The Promotion is only open to legal residents of Canada, who at the time of entry have reached the legal age of majority in their province/territory of residence. The following persons are not eligible to enter or win a Prize (as such term is defined below): officers, directors, shareholders, employees, agents and/or representatives of the Sponsors, Administrator, Coca Cola Ltd., The Coca Cola Company, or any of their respective affiliates or related companies, advertising agencies, licensees, franchisees, partners, retailers, distributors, prize suppliers and/or any other party involved in the Promotion. Also, any member of the immediate family of the persons mentioned in this section, and/or any person living with them under the same roof (whether or not a member of their immediate family), is not eligible to enter or win a Prize. For the purposes of these Rules, the term “immediate family” means: fathers, mothers, brothers, sisters, children, husbands, wives or spouses of the persons mentioned in this section, regardless of where they live. The Promotion is void where prohibited by law.

AGREEMENT TO BE LEGALLY BOUND. By participating in this Promotion, each entrant agrees to be bound by: (i) these Rules; and (ii) all decisions of the Sponsors and the Administrator, which are final in all respects.

HOW TO ENTER. NO PURCHASE NECESSARY.

- (1) **In-Store Entries:** During the Promotion Period: (a) visit a participating Circle K location in Canada; (b) purchase two (2) or more 473 mL BODYARMOR beverages, subject to availability and while supplies last; (c) enter your mobile phone number on the LIFT screen at checkout; and (d) confirm that you have read, understood and accepted the Rules as well as the Sponsors’ Privacy Policy, then click on the “Enter” button. By doing so, you will receive one (1) entry for the Prize Draw (as defined below) (each an “**In-Store Entry**” and collectively, the “**In-Store Entries**”).
- (2) **No Purchase Entries:** Purchase is not required and does not enhance a person’s chances of winning. If you wish to enter without making a purchase, please send your request by mail, including the name of the Promotion, your first and last name, return address, email address, mobile phone number, and include a 50-word minimum hand-written unique essay about “Why would you like to win a BODYARMOR VIP Sports Bundle?” on a plain piece of white paper, in an envelope bearing sufficient Canadian postage, to:

“BODYARMOR VIP Sports Bundle at Circle K”
c/o LPi Group
Suite 305, 245 Yorkland Blvd, North York, ON
North York, ON M2J 4W9
Canada

Upon receipt of a valid no purchase entry submission by the Administrator, you will receive one (1) entry for the Prize Draw (as defined below) (each a “**No Purchase Entry**” and collectively, the “**No Purchase Entries**”).

To be valid, a no purchase entry submission must be post-marked and received during the Promotion Period. The Sponsors and the other Releasees (as defined below) assume no responsibility for lost, stolen, delayed, illegible, damaged, misdirected, late, or otherwise ineligible no purchase entry submissions, all of which are void.

The In-Store Entries and the No Purchase Entries are each hereinafter referred to as an “**Entry**” and collectively, the “**Entries**.”

Limit: One (1) Entry per person, per Day (regardless of the method of entry). A person cannot use multiple email addresses or mobile phone numbers to participate. For the purposes of this Promotion, a “**Day**” shall mean a calendar day that begins at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET.

The Sponsors and the other Releasees (as defined below) are not responsible for lost, stolen, or destroyed Entries (regardless of the method of entry).

Entries shall be deemed to be submitted by the Authorized Account Holder of the mobile phone number used to enter the Promotion. “**Authorized Mobile Account Holder**” of a mobile phone is defined as the natural person who is assigned to a cellular telephone number by a wireless carrier that is responsible for assigning cellular telephone numbers. You may participate in the Promotion using only one (1) mobile phone number for which you are the Authorized Mobile Account Holder. Phone numbers from Wi-Fi texting apps are not supported and are not permitted to be used to participate in the Promotion. An eligible winner may be required to provide proof that the winner is the Authorized Mobile Account Holder associated with the selected mobile phone number. By submitting a mobile phone number, you represent and warrant that you are the Authorized Mobile Account Holder of that mobile phone number. You shall be responsible and liable to the Sponsors for any damages and other losses incurred by them as a result of your submission of any phone number for which you are not the Authorized Mobile Account Holder.

Any attempt by any entrant to obtain more than the stated number of Entries by using multiple/different mobile phone numbers, identities, or any other methods will void that entrant’s Entries and that entrant may be disqualified from the Promotion at the Sponsors’ discretion. Use of any automated system (including, but not limited to, Entries submitted using any robot, script, macro, or other automated service) to participate is prohibited and will result in the disqualification of the entrant.

PRIZE. There is one (1) Grand Prize (“**Grand Prize**”) available to be won during the Promotion Period:

Grand Prize	Value	Quantity	Total
One (1) airline voucher valued at \$6,000 CAD*, one (1) transportation gift card valued at \$5,000 CAD*, one (1) hotel gift card valued at \$6,000 CAD*, one (1) sporting goods retailer card valued at \$2,500 CAD*, one (1) prepaid card valued at \$7,500 CAD*, one (1) event ticket gift card valued at \$5,000 CAD*, one (1) signed Connor McDavid jersey valued at \$2,000 CAD, and one (1) signed Connor McDavid puck valued at \$1,000 CAD.	\$35,000	1	\$35,000
<i>*Use of all gifts cards/vouchers is subject to the terms and conditions of the issuer</i>	Total	1	\$35,000

Odds of winning the Grand Prize depend on the number of eligible Entries received during the Promotion Period. The Grand Prize may be referred to herein as a “**Prize**”.

Each Prize and all of its components must be accepted as awarded and, unless otherwise expressly stated by the Sponsors, may not be transferred, substituted, assigned, or exchanged, in whole or in part, for cash or any other form of consideration.

The Sponsors reserve the right, in their sole discretion, to: (i) substitute any Prize (or any component thereof) with another item or items of equal or greater value (including, at their sole and absolute discretion, a cash award) for any reason whatsoever; and/or (ii) modify a Prize (or any component thereof) or the award schedule at any time during the Promotion. An actual Prize may vary from any images or representations used in promotional materials and may be subject to additional terms and conditions.

GRAND PRIZE WINNER SELECTION AND NOTIFICATION. The Prize Draw will be initiated by a Promotion administrator (human) and processed by an algorithm (computer program) that simulates a random draw (a “**Random Draw**”). Any attempt to manipulate or tamper with the winner selection system or the database of Entries will result in disqualification.

The Prize Draw will be conducted on or around November 13, 2026 (the “**Prize Draw Date**”) at 1:30pm ET in New Westminster, BC to select one (1) Grand Prize winner from all eligible Entries received in accordance with these Rules (the “**Prize Draw**”). The Administrator or its designated representative will make up to two (2) attempts to contact the selected entrant by text message to the mobile phone number submitted at the time of Entry within two (2) business days following the Prize Draw. If a selected entrant: (i) cannot be contacted within two (2) attempts or two (2) business days of being selected (whichever occurs first); or (ii) there is a return of any notification as undeliverable, then the selected entrant will be disqualified (and will forfeit all rights to a Prize) and the Sponsors reserve the right, in their sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant for the Grand Prize from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

PRIZE CLAIM CONDITIONS (APPLICABLE TO ALL PRIZE). To be declared a winner and be awarded any Prize, the selected entrant must: (i) respond to the selection notification within the time period described above; (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question administered at a mutually agreed upon time or online through a secure winner portal, as determined by the Sponsors or the Administrator; and (iii) otherwise comply with these Rules. As a condition of being declared a winner, a selected entrant may also be required to do any or all of the following: (i) supply proof of age consisting of a legible photocopy of either a government issued driver’s license or other government issued identification; (ii) supply proof of address consisting of a legible photocopy of either a provincially issued

driver's license or other government issued identification, (iii) supply proof that they are the Authorized Mobile Account Holder associated with the selected mobile phone number, and/or (iv) complete and submit any winner documentation required by the Sponsors or the Administrators, including, if applicable, the Sponsors' Declaration and Release Form (the "**Release Form**"). Any required winner documentation, including any Release Form, may, among other things: (i) confirms compliance with these Rules and acceptance of the applicable Prize as awarded without substitution; (ii) releases the Sponsors and the other Releasees (as defined below) from any liability in connection with this Promotion, the selected entrant's participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; and (iii) agrees to the publication, reproduction and/or other use of their name, city and province/territory of residence, voice, statements about the Promotion and/or photograph or other likeness, without further notice or compensation, in any publicity or advertisement carried out by the Sponsors in any manner whatsoever, including print, broadcast or the Internet. Any required winner documentation, including any Release Form, must be received by the Sponsors within the time period indicated in the selection notification, winner portal and/or such documentation. The Sponsors and their agents assume no responsibility for lost, stolen, delayed, illegible, damaged, misdirected, late, or otherwise void winner documentation submissions. Declining the Prize, failing to correctly answer the mathematical skill-testing question, failing to complete and submit any required winner documentation within the time period indicated in the selection notification, winner portal and/or such documentation, or otherwise failing to comply with these Rules will cause the selected entrant to be disqualified (and to forfeit all rights to the applicable Prize) and the Sponsors reserve the right, in their sole and absolute discretion and time permitting, to select an alternate eligible entrant for the applicable Prize from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

LIMITATION OF LIABILITY AND RELEASE. By participating in the Promotion, entrants agree to release and hold harmless the Sponsors, Administrator, Coca Cola Ltd., The Coca Cola Company, and each of their respective affiliates or related companies, advertising agencies, licensees, franchisees, partners, retailers, distributors and any other interveners related to the Promotion and all of their respective officers, directors, shareholders, employees, agents, representatives, successors and assigns (collectively, the "**Releasees**") from any and all claims, cause of action, or liability, including, without limitation, any injury, death or damage to or loss of property, resulting from the participation in the Promotion or misuse of any Prize.

Without limiting the generality of the foregoing, the Releasees shall not be liable for any: (1) incorrect or inaccurate information, whether caused by entrants; or an error related to the programming of the Promotion; (2) technical failures of any kind, such as in particular, hardware or software errors; faulty computer; any malfunctions, inaccessibility of the Promotion Website in whole or in part for any reason; service interruptions or disconnections of Internet networks, telephone lines; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; (3) unauthorized human intervention at any stage of the Promotion entry process or participation; (4) technical or human errors which may occur in the administration of the Promotion or in the processing of Entries; or (5) any harm or prejudice suffered by persons, or any material damages resulting from participation in the Promotion or acceptance, use, implementation or misuse of any Prize. If for any reason, it is confirmed that an entrant's Entry was deleted, lost, or otherwise destroyed or corrupted by error, the only remedy, which the entrant is entitled to, is requesting to obtain another Entry to the Promotion, if possible.

PRIVACY.

The Sponsors and their authorized agents will collect, use, and disclose the personal information you provide at the time of Entry to the Promotion for the purposes of administering the Promotion and Prize fulfillment. Winners consent to the Sponsors' use of their names, photographs, cities, voices, images and/or statements, related to their Prize for publicity purposes in any manner or media including the Internet, at any time, in perpetuity, without compensation or notice.

The opportunity to receive other communications about the Sponsor's products, Promotions and other promotional offers may be provided by the Sponsor.

Please refer to the Sponsors' privacy policy for more information about how we manage your personal information: <https://www.circlek.com/privacy-policy>, <https://www.couche-tard.com/privacy-policy?lang=en>, and <https://cokecanada.com/privacy-policy/>.

RIGHT TO MODIFY / SUSPEND / TERMINATE. The Sponsors and the Administrator reserve the right, in their sole discretion, to cancel, suspend, or modify the Promotion without notice, in all or in parts, or entrants' eligibility for any reason, including without limitation in the event of any printing, administrative error, virus, bug, unauthorized human intervention, tampering, fraud, equipment failure, security breaches or other causes which corrupt or affect the administration, security, fairness or proper conduct of the Promotion.

GENERAL CONDITIONS. The Sponsors reserve the right, in their sole discretion, to disqualify from this Promotion any person that the Sponsors reasonably believes has tampered or attempted to tamper with the entry process, the operation of the Promotion or the Promotion Website, who does not comply with these Rules or acts in a manner that goes against the spirit of the Promotion or adversely or with the intent to disturb, insult, threaten, intimidate or harass any other person. ANY ATTEMPT BY AN

ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE THE PROMOTION PLATFORM/APPLICATION (OR A WEBSITE LINKED THERETO) OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

All decisions rendered by the Sponsors regarding any aspects of the Promotion are final. The Promotion is subject to all applicable federal, provincial/territorial and municipal laws. These Rules shall be governed by and construed in accordance with the laws of Canada without reference to its conflicts of laws principles. Any and all disputes, claims, and causes of action arising out of or connected with these Rules shall be resolved individually, and exclusively by the courts in Toronto, Ontario. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision contained herein. If any provision of these Rules is determined to be invalid or otherwise unenforceable, then the Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The paragraph headings are used for reference purposes only and shall not affect the interpretation of the Rules.