HOLIDAY FROSTER SWIRL CONTEST

OFFICIAL RULES

(the "Rules")

NO PURCHASE NECESSARY TO ENTER.

1. CONTEST PERIOD AND SPONSOR. The "Holiday Froster® Swirl Contest" (the "Contest") is sponsored by Couche-Tard Inc. and Mac's Convenience Stores Inc. (collectively, the "Sponsor") and is administered by Six12 Creative Inc. (the "Administrator"). The Contest begins on November 10, 2026 at 12:00:01 a.m. Eastern Time ("ET") and ends on January 4, 2027 at 11:59:59 p.m. ET (the "Contest Period"). The clock used by the Sponsor to compute Entries (as defined below) will be the official clock to determine the date and time of receipt of an Entry. The complete Rules are available at https://games.circlek.com/ca/holiday-froster (the "Contest Website").

2. ELIGIBILITY. THIS CONTEST IS OPEN TO LEGAL RESIDENTS OF BRITISH COLUMBIA, ALBERTA, SASKATCHEWAN, MANITOBA, and NORTHWEST TERRITORIES (collectively, the "Territory") who at the time of entry: (i) have reached the legal age of majority in their province/territory of residence; or (ii) are thirteen (13) years of age or older, but under the legal age of majority in their province/territory of residence (each, a "Minor"), and have obtained consent from their parent/legal guardian who has agreed, on such Minor's behalf and on his/her own behalf, that each of them will be bound by these Rules. The parent/legal guardian of a Minor also consents, on the Minor's behalf, to the collection, use and disclosure of the Minor's personal information as described in Section 9 (Privacy), and acknowledges that any Prize won by a Minor will be awarded to the parent/legal guardian on the Minor's behalf.

Officers, directors, managers, shareholders, employees, consultants, agents and representatives of the Sponsor and/or the Administrator and each of its respective parents, subsidiaries, affiliates or related companies, advertising agencies, licensees, franchisees, partners, retailers, distributors, as well as immediate family members and any of those residing in the same place of residence of each such person, and any others engaged in the development, production, execution or distribution of this Contest are not eligible to participate in the Contest and win a Prize. "Immediate family" shall mean parents, spouses, siblings, children, grandparents, step-parents, step-children and step-siblings, and their respective spouses, of the persons mentioned in this section, regardless of their place of residence.

The Contest is void where prohibited by law.

3. AGREEMENT TO BE LEGALLY BOUND. By participating in this Contest, each entrant agrees to be bound by (i) these Rules; and (ii) all decisions of the Sponsor and the Administrator, which are final and binding in all respects. In the event of any inconsistency between the Rules and the conditions and explanations appearing on any other documents, including the Contest materials, these Rules shall govern and take precedence.

4. HOW TO ENTER. NO PURCHASE NECESSARY. Standard text messaging and/or Internet access fees may apply (check your carrier plan for your standard text messaging and internet access fees). NO PURCHASE OF ANY KIND IS REQUIRED TO ENTER OR WIN. During the Contest Period, (a) download the Circle K mobile app (the "App") and create or sign in to your Circle K account; (b) tap the Holiday Froster® Swirl Contest tile in the App to open the official Contest entry form (the "Entry Form"); and (c) vote by answering the question "Which Froster Swirl are you sipping into the holidays?" by picking one (1) of the three (3) Froster® Swirl options shown and completing all required fields of the Entry Form (including your first and last name, email address and mobile phone number), and submit the Entry Form. Each Entry Form completed and submitted in accordance with these Rules is an entry into the Contest (each, an "Entry" and

collectively, the "Entries"). Limit: one (1) Entry per person, per email address and per mobile phone number, per Day. For the purposes of this Contest, a "Day" begins at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET. Any Entries submitted in excess of the daily limit will be void.

No purchase of any kind is necessary to enter or to win a Prize, and no purchase will improve an entrant's chances of winning.

The Sponsor is not responsible for lost, corrupted, or otherwise incomplete Entry submissions. The Sponsor assumes no responsibility for lost, delayed, illegible, damaged, misdirected, late, or otherwise ineligible Entries, all of which are void.

Entries shall be deemed to be submitted by the Authorized Mobile Account Holder of the mobile phone number used to enter the Contest. "Authorized Mobile Account Holder" of a mobile phone number 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 Contest ONLY using one (1) email address and 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 Contest. An eligible Prize (as defined below) winner may be required to provide proof that he/she is the Authorized Mobile Account Holder associated with the selected mobile phone number. By submitting a phone number, you represent and warrant that you are the Authorized Mobile Account Holder. You shall be responsible and liable to the Sponsor 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 Entries by using multiple/different mobile phone numbers, Circle K accounts, identities, or any other methods will void that entrant's Entries and that entrant may be disqualified from the Contest at the Sponsor's 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.

5. PRIZING. The following prizes (the "Prize(s)") are available to be won:

Weekly Prizes: Eight (8) prizes will be awarded, each prize consisting of a prepaid gift card in the amount of one thousand Canadian Dollars ($1,000.00 CAD) (each, a "Weekly Prize" and collectively, the "Weekly Prizes"). One (1) prize will be awarded per Week (as defined below), for a total of eight (8) Weekly Prizes.

Each Weekly Prize Draw (as defined below) will be conducted only from the eligible Entries received during the applicable Week. Entries do not roll over into any subsequent Weekly Prize Draw. The date ranges above show the Entries that are eligible for each Weekly Prize Draw.

WEEK	DRAW DATE	DATES ENTRIES DRAWN FROM
Week 1	November 20, 2026	November 10 – November 16, 2026
Week 2	November 27, 2026	November 17 – November 23, 2026
Week 3	December 4, 2026	November 24 – November 30, 2026
Week 4	December 11, 2026	December 1 – December 7, 2026
Week 5	December 18, 2026	December 8 – December 14, 2026
Week 6	December 23, 2026	December 15 – December 21, 2026
Week 7	December 30, 2026	December 22 – December 28, 2026
Week 8	January 8, 2027	December 29, 2026 – January 4, 2027

Odds of winning a Weekly Prize depend on the number of eligible Entries received during the applicable Week. The approximate retail value ("ARV") of all Weekly Prizes is eight thousand Canadian Dollars ($8,000.00 CAD).

Gift Card Terms: Each Weekly Prize will be awarded in the form of a prepaid gift card (the "Gift Cards"). The Gift Cards are subject to all terms and conditions imposed by their issuer, including any applicable activation requirements, and are not redeemable for cash except where required by law. The Gift Cards will be shipped to the winner inactive and will be activated by the Administrator once the winner confirms receipt of the Gift Cards by email to the Administrator. The Sponsor and the Administrator are not responsible for Gift Cards that are lost, stolen or damaged after delivery to the winner, and such Gift Cards will not be replaced.

Prize Terms: The Prizes and their components must be accepted as awarded and, except as otherwise expressly indicated by the Sponsor, cannot be transferred, substituted or exchanged, in whole or in part, for another prize or cash value. The Sponsor is not liable for any missed Prize events, opportunities, or expenses incurred as a result of the Contest.

The Sponsor, in its sole discretion, reserves the right to: (i) substitute all or any portion of a Prize with another prize or portion thereof of equal or greater value; and (ii) modify a Prize and award schedule at any time during the Contest. Under no circumstances will the Sponsor be responsible for awarding and/or redeeming any items in excess of the Prizes and their respective quantities as listed above. Prizes may be different from the pictures shown in the Contest's promotional materials. Prizes may also be subject to additional terms and conditions.

The issuer of the Gift Cards are not sponsors of, are not affiliated with, and have not endorsed this Contest in any way. All trademarks are the property of their respective owners. If the number of eligible Entries received is insufficient to award all of the Prizes, the Sponsor reserves the right not to award the remaining Prizes.

6. SELECTION AND NOTIFICATION. For the purposes of this Contest, a "Week" begins at 12:00:01 a.m. ET on a Tuesday and ends at 11:59:59 p.m. ET on the following Monday.

The Weekly Prize Draws will each be initiated by a Contest 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 and possible criminal prosecution.

Weekly Prize Draws. For each Week during the Contest Period, a Random Draw for one (1) Weekly Prize will be conducted in Vancouver, BC from all eligible Entries received during that Week (each, a "Weekly Prize Draw" and collectively, the "Weekly Prize Draws"). Each Weekly Prize Draw will occur on the Draw Date listed for that Week in Section 5, or as soon as reasonably practicable thereafter, and in no event before the end of that Week. Limit: one (1) Weekly Prize per entrant and household for the Contest Period. Eligible Entries that are not selected during a Weekly Prize Draw will not roll over into any subsequent Weekly Prize Draws. Once an entrant has been declared a Weekly Prize winner, all Entries submitted by that entrant will be removed from all subsequent Weekly Prize Draws.

The Sponsor or its designated representative will make up to three (3) attempts to contact the selected entrant by text message to the mobile phone number and/or by email to the email address submitted at the time of Entry within five (5) business days following the Weekly Prize Draw. If the selected entrant cannot be contacted within three (3) attempts made over five (5) business days of being selected, or there is a return of any notification as undeliverable, then the selected entrant will be disqualified and an alternate entrant will be randomly selected from among the remaining eligible Entries received during that Week. If time permits, the process noted above will be repeated up to three (3) times, until a selected entrant has been contacted and the Weekly Prize has been awarded or there are no eligible Entries remaining.

7. PRIZE CLAIM CONDITIONS. To be declared a winner and be awarded a 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; and (iii) otherwise comply with these Rules.

As a condition of being declared a winner, the selected entrant may also be required to: (a) supply proof of age in the form of a legible copy of a provincially issued driver's license or other government-issued identification; (b) supply proof of address in the form a legible copy of a provincially issued driver's license or other government-issued identification; (c) supply proof that they are the Authorized Mobile Account Holder associated with the selected mobile phone number; and (d) sign and return the Sponsor's Declaration and Release Form (the "Release Form").

The Release Form, (among other things), (i) confirms compliance with these Rules and acceptance of the Prize as awarded without substitution, (ii) releases the Sponsor, its affiliates and related companies, prize suppliers, advertising and promotional agencies, licensees, representatives, successors and assigns and the Administrator from any and all liability in connection with this Contest, the selected entrant's participation, and/or the awarding and use/or misuse of the Prize or any portion thereof; and (iii) confirms the winner's consent to the publication, reproduction and/or other use of their name, address, voice, statements about the Contest, photograph or other likeness without notice or compensation, in any publicity or promotion carried out by the Sponsor in any manner whatsoever, including print, broadcast or online. The Release Form must be postmarked within five (5) business days and received within ten (10) business days of notification. Where the selected entrant is a Minor, the Release Form must be signed by the Minor's parent/legal guardian, who must accept the Prize on the Minor's behalf. The Sponsor and its agents assume no responsibility for lost, stolen, delayed, illegible, damaged, misdirected, late or otherwise void Release Forms.

Declining a Prize, failing to correctly answer the mathematical skill-testing question, failing to return the properly executed Release Form within the time period indicated above, or otherwise failing to comply with these Rules will cause the Prize to be forfeited and a new random draw held in accordance with the process described above.

Prizes will be delivered to winners at the address submitted in the Release Form within eight (8) to twelve (12) weeks of receiving their correctly completed documentation. The Sponsor is not responsible for contacting or forwarding Prizes to winners who leave unclear or incomplete information, or for Prizes lost, misdirected, delayed or destroyed while in transit.

8. LIMITATION OF LIABILITY AND RELEASE. By participating in the Contest, entrants agree to release, discharge, indemnify and hold harmless the Sponsor, the Administrator and their respective affiliates and related companies, advertising agencies, licensees, franchisees, partners, retailers, distributors, suppliers and any other parties involved in the Contest, as well as each of their respective officers, directors, shareholders, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all claims, causes of action, or liability, including, without limitation, any injury, death or damage to or loss of property, resulting from the participation in the Contest and/or misuse of any Prize.

Without limiting the generality of the foregoing, the Releasees shall not be liable for any: (i) incorrect or inaccurate information, whether caused by entrants or by an error associated with the programming of the Contest; (ii) technical failures of any kind, including hardware or software errors, faulty computers, any malfunction or inaccessibility of the App or the Entry Form in whole or in part for any reason, service interruptions, disconnections of Internet networks or telephone lines, garbled or faulty data transmissions, or the failures of any online transmission to be sent or received; (iii) unauthorized human intervention at any stage of the Contest entry process or participation; (iv) technical or human errors that may occur in the administration of the Contest or in the processing of Entries; or (v) any harm or material damages, resulting from participation in the Contest or the acceptance, use 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 entrant's sole remedy is the opportunity to submit another Entry to the Contest, if possible.

9. PRIVACY. The Sponsor, the Administrator and their authorized agents, will collect, use, and disclose the personal information you provide at the time of Entry to the Contest for the purposes of administering the Contest and Prize fulfillment, including, without limitation, contacting and notifying winners, announcing the results and facilitating delivery of the Prizes. Each entrant acknowledges that the Sponsor may disclose his/her personal information to third-party agents, business partners and service providers of the Sponsor in connection with any of these activities. The winner (and in the case of eligible minor participants, their parent and/or legal guardian) consents to the Sponsor's 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 and, in perpetuity, without compensation, notice or liability for use of same.

Entrants may be offered the opportunity to consent separately to receive commercial electronic messages about the Sponsor's products, contests and other promotional offers. Consent to receive such messages is not required in order to enter the Contest, does not improve an entrant's chances of winning, and may be withdrawn at any time. Please refer to the Sponsor's 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 and https://six12creative.com/privacy-policy/. Entries are collected through a third-party online form service, and personal information collected in connection with the Contest may be stored and processed on servers located outside of Canada, where it may be subject to the laws of those jurisdictions, including lawful access by courts and government authorities.

10. RIGHT TO MODIFY / SUSPEND / TERMINATE. The Sponsor and its authorized agents reserve the right, in their sole discretion, and without notice to cancel, suspend, or modify the Contest, in whole or in parts, or to modify entrants' eligibility for any reason, including without limitation in the event of any printing or, administrative error, virus, bug, unauthorized human intervention, tampering, fraud, equipment failure, security breach or any other causes that corrupts or affects the administration, security, fairness or proper conduct of the Contest.

11. GENERAL CONDITIONS. The Sponsor reserves the right, in its sole discretion, to disqualify from this Contest any person whom the Sponsor reasonably believes has tampered with or attempted to tamper with the entry process, the operation of the Contest, the App, the Entry Form or the Contest Website, who does not comply with these Rules; or who acts in a manner that is contrary to the spirit of the Contest or that is intended to, or has the effect of disturbing, insulting, threatening, intimidating or harassing any other person.

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

All decisions rendered by the Sponsor regarding any aspects of the Contest are final. The Contest is subject to all applicable federal, provincial and municipal laws. These Rules shall be governed by and construed in accordance with the laws of the province of Ontario, and the laws of Canada, as applicable therein, 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.

The paragraph headings are used for reference purposes only and shall not affect the interpretation of the Rules.

For further Contest details or inquiries contact a promotional representative at:

“Holiday Froster® Swirl Contest”

c/o Six12 Creative

PO Box 89639

Burnaby RPO University, BC V5A 4Z3

SHORT RULES

*NO PURCHASE NECESSARY. Contest open to legal residents of British Columbia, Alberta, Saskatchewan, Manitoba and the Northwest Territories residents 13 years of age or older (with parent/guardian consent) at time of entry. Contest begins at 12:00:01 a.m. ET on November 10, 2026 and ends at 11:59:59 p.m. ET on January 4, 2027. To enter, download the Circle K app, tap the Holiday Froster Swirl Contest tile and vote by answering the question “Which Froster Swirl are you sipping into the holidays?” by picking one (1) of the three (3) Froster® Swirl options shown, and completing all required fields of the Entry Form. Limit: one (1) Entry per person per Day. Weekly Prizes: A total of eight (8) Weekly Prizes are available to be won during the Contest Period. Each Weekly Prize consists of one thousand Canadian Dollars ($1,000 CAD) in prepaid gift cards (ARV $1,000 CAD) and will be awarded to one (1) winner in each Weekly Prize Draw. Limit: one (1) Weekly Prize per person and household. Total ARV of all prizes: eight thousand Canadian Dollars ($8,000 CAD). Odds of winning depend on the number of eligible entries received during the applicable Weekly Prize Draw. Selected entrants must correctly answer a mathematical skill-testing question to be declared a winner. Additional conditions and restrictions apply. Sponsored by Couche-Tard Inc. and Mac’s Convenience Stores Inc. For full contest rules: games.circlek.com/ca/holiday-froster.