

**GO ALL IN PROMOTION
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

OPEN TO RESIDENTS OF CANADA. LEGAL AGE OF MAJORITY OR FOURTEEN (14) YEARS OF AGE OR OLDER WITH PARENT/GUARDIAN CONSENT TO PARTICIPATE.

1. PROMOTION PERIOD AND KEY DATES:

The GO ALL IN PROMOTION (the "**Promotion**") commences at 12:00:00 a.m. Eastern Time ("**ET**") on May 26, 2026 and ends at 11:59:59 p.m. ET on June 22, 2026 (the "**Promotion Period**").

2. ELIGIBILITY:

- a) The Promotion is open to all legal residents of British Columbia, Alberta, Saskatchewan, Manitoba, Northwest Territories (collectively, the "**Western Region**"), Ontario (the "**Central Region**"), Quebec (the "**Quebec Region**"), and Nova Scotia, New Brunswick, Newfoundland, and Prince Edward Island (collectively, the "**Atlantic Region**") (collectively, the "**Territory**") who have reached the legal of age of majority in the province/territory in which they reside at the time of entry or are at least fourteen (14) years of age with parent/guardian consent to participate.
- b) Employees, representatives, or agents of Ferrero Canada Limited, Alimentation Couche-Tard Inc. (collectively the "**Sponsor**") and 612 Creative Inc. (the "**Administrator**") (collectively, the "**Promotion Parties**"), and members of their immediate family (defined for the purposes of these Official Rules as spouse/partner, parent, child, sibling) or persons living in the same household (whether related or not), are not eligible to participate in the Promotion. Void where prohibited.
- c) Sponsor shall have the right at any time to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to enter the Promotion and/or claim a Prize (a term defined below). Failure to provide such proof to the complete satisfaction of the Sponsor within the time frame specified by the Sponsor may, in the sole discretion of the Sponsor, result in disqualification. All personal and other information requested by and supplied for the purpose of the Promotion must be truthful, complete, accurate and in no way false or misleading. Sponsor reserves the right, in its sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

3. HOW TO ENTER THE PROMOTION:

There are two (2) ways to enter this Promotion:

A. IN-STORE ENTRY:

During the Promotion Period, visit a Circle K or Couche-Tard retail location in the Territory and purchase one (1) or more Participating Product(s) (defined below), while supplies last. Enter your mobile phone number on the LIFT screen at checkout, confirm that you have read, understood and accepted the Official Rules as well as the Sponsor's Privacy Policy, then click on the "Enter" button. By doing so, you will obtain ten (10) In-Store entries into the Promotion (each an "**In-Store Entry**" and collectively, the "**In-Store Entries**").

B. NO PURCHASE NECESSARY ENTRY:

Purchase is not required and does not enhance a person's chances of winning. If you wish to enter without purchase visit <http://games.circlek.com/ca/go-all-in/npe> (the "**No Purchase Entry Form**") during the Contest Period, fill out the online entry form by completing the mandatory fields including your province/territory of residence, postal code, first name, mobile phone number, email address, and type a 25-word minimum original essay about "What could happen if the game ball was made of chocolate?", and click submit. By doing so, you will obtain ten (10) no purchase entries into the Promotion (each a "**No Purchase Entry**" and collectively, the "**No Purchase Entries**").

"**Participating Product(s)**" means the products listed in Schedule "A" attached hereto, sold at any participating Circle K or Couche-Tard retail location in the Territory during the Promotion Period.

The In-Store Entries and No Purchase Entries are each an "**Entry**" and collectively, the "**Entries.**"

4. PRIZES:

There are a total of fifty (50) prizes (each a "**Prize**", collectively the "**Prizes**") available to be won, each consisting of one hundred (100) dollar Circle K/Couche-Tard Gift Card. Each Prize has an approximate retail value of \$100 CAD. The total value of all prizes is five thousand dollars (\$5,000 CAD). A breakdown of Prizes by Region appears below:

Prize Description	Western Region Quantity	Central Region Quantity	Quebec Region Quantity	Atlantic region Quantity	Approximate Retail Value
\$100 Circle K/ Couche-Tard Gift Card	10	20	15	5	\$100 CAD
Total	50				\$5,000 CDN

Each Prize must be accepted as awarded and may not be transferred, exchanged or refunded. No substitutions will be made – except in the discretion of the Sponsor. Sponsor reserves the right to substitute a Prize or a component thereof with a prize or prize component of equal or greater value for any reason. There is a limit of one (1) Prize per person and per household during the Promotion Period.

5. ODDS:

The odds of winning a Prize depend on the number of Eligible Entries received in each Region during the Promotion Period.

6. POTENTIAL WINNER SELECTION AND NOTIFICATION:

A draw will be held in Burnaby, BC at approximately 3:00 p.m. ET on June 26, 2026 (the “**Prize Draw Date**”) to randomly select fifty (50) Entries from among all Entries received during the Promotion Period.

Each selected entrant will be notified by SMS message from 247-253 (the “**Notification**”) within forty-eight (48) hours of the Prize Draw Date at the mobile phone number provided by entrant at time of entry with further instructions on how to claim the Prize. The selected entrant must follow the instructions in the Notification within five (5) days of the Notification being sent or selected entrant will forfeit their right to claim the Prize. The Sponsor, in its sole discretion, may select an alternative selected entrant for a Prize, who will be subject to disqualification in the same manner, or may cancel the applicable Prize. Sponsor is not responsible for the failure, for any reason whatsoever, of a selected entrant to receive the Notification or for Sponsor to receive a selected entrant’s response. In the event that a potential winner is disqualified for any reason, Sponsor reserves the right to award the applicable Prize to an alternate winner by random drawing from among remaining Entries as outlined above. Up to two (2) alternate drawings will be held, after which the applicable Prize will remain un-awarded.

If, due to a production, technical or printing error or other error of any kind, there are more prize claims than intended to be distributed or awarded as set out in these Official Rules, then, in addition to having the right to terminate the Promotion immediately, Sponsor reserves the right to conduct a random draw from among all eligible prize claimants to award the correct number of Prizes. In no event whatsoever shall the Sponsor or any of the other Released Parties (as defined below) be responsible for awarding more than the number of Prizes outlined in these Official Rules.

7. PRIZE CLAIM CONDITIONS:

Before being declared as a confirmed winner, each selected entrant must correctly answer, unaided, a mathematical skill-testing question and complete, sign and return a Declaration and Release Form (and any other documents, as required by Sponsor) by the date indicated on the form (the “**Prize Claim Date**”). Prize must be claimed by the Prize Claim Date. If an eligible winner is not in compliance with these Official Rules, incorrectly answers the skill-testing question, declines the applicable Prize, correspondence between the Sponsor and potential winner is returned as undeliverable without a forwarding address, or fails to return the Declaration and Release forms (and any other documents, as applicable) by the Prize Claim Date, the eligible winner may be disqualified and the Prize forfeited and will not be awarded. Prizes will only be awarded upon verification of the eligible winner as a confirmed winner by the Sponsor.

8. GENERAL:

The decisions of the Sponsor are final, and entrant agrees to abide by these Official Rules and all of the instructions and decisions of the Sponsor. In the event of any dispute regarding the interpretation of these Official Rules, the decision or interpretation of the Sponsor shall prevail.

No communications will be entered into except with selected entrants, potential winners.

All Entries become the property of the Sponsor. Any request or claim that is illegible, incomplete, altered, or contains false information, is invalid. Sponsor is not responsible for lost, stolen, delayed, late, postage-due, damaged or misdirected claims or requests. The Sponsor is not responsible for any errors or omissions with respect to the printing or advertising of this Promotion and reserves the right to withdraw, amend or cancel this Promotion for any reason, including in the event of a printing or administrative error.

Neither the Sponsor nor the Administrator accepts any responsibility for loss, damage or claims caused by the awarded prize or the Promotion itself. By entering, entrant agrees to release and hold harmless the Promotion Parties and each of their respective affiliated and related companies and advertising, promotional agencies and all their respective directors, officers, shareholders, employees, agents, successors and assigns (collectively, the “**Released Parties**”) from any and all liability for any expenses, injuries, loss or damage of any kind arising from or in connection with the Promotion.

Without limiting the release of liability provisions herein, and for greater certainty, the Sponsor, the Administrator and the other Released Parties will not be liable for: a) any incorrect or inaccurate information, whether caused by website users or by any equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of requests or claims in the Promotion; b) any error, omission, interruption, deletion, defect or delay in operation of the website or any transmission in connection with the Promotion; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries, claims or requests; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of email which may occur for any reason whatsoever, including technical problems or traffic congestion on the Internet or at any website

or combination thereof; e) any injury or damage to entrants' or to any other person's computer or other device(s) related to or resulting downloading materials in this Promotion; f) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or g) any combination thereof. If the Promotion or any portion thereof is not capable of running as planned for any reason, including unauthorized intervention, fraud, technical failures, or any other cause of any nature whatsoever beyond the reasonable control of the Sponsor which corrupt or affect the administration, security or proper conduct of this Promotion, the Sponsor reserves the right at its sole discretion to, without advance notice, terminate or suspend the Promotion, in whole or in part, or modify it in any way.

If the identity of a selected entrant is in dispute, the authorized account holder of the mobile phone number submitted at the time of entry will be deemed to be the entrant. "Authorized 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 ONLY using 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 Prize (as defined below) 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 phone number, you represent and warrant that you are the Authorized Mobile Account Holder. You shall be responsible and liable to the Administrator and 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 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 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.

The Sponsor reserves the right at its sole discretion to disqualify any individual from the Promotion, with or without notice, and to ban that individual from any future promotion of the Sponsor, if the Sponsor finds or believes such individual to be tampering with the entry process or the operation of the Promotion or where applicable, the Promotion website; to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Administrator, the Sponsor, the Sponsor's agencies, other entrants or any other person.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND 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.

By entering this Promotion, you consent to the Sponsor's use, should you become a confirmed winner, of your name, place of residence and photograph or other likeness, without further compensation or notice, for publicity, advertising or informational purposes in any media or format (including the Internet) in connection with this Promotion.

The Sponsor is collecting personal data about the entrants for the purpose of administering this Promotion. No further informational or marketing communications will be received by entrants – unless they have opted-in to receive such communications. The Sponsor respects your right to privacy of your personal information. Please review Sponsor Privacy Policies at <https://www.ferrero.com/int/en/privacy-policy> and <https://www.circlek.com/privacy-policy> for details on the manner in which we collect, use, disclose, and otherwise manage your personal information.

This Promotion is subject to all applicable laws and shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

The Sponsor reserves the right to adjust any of the dates, timeframes and/or other mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant and/or any other information or materials with these Official Rules, or as a result of any problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole discretion, affect the proper administration of the Promotion as contemplated in these Official Rules, or for any other reason.

For further Contest details or inquiries contact a promotional representative at reply@circlekeasy.com.

SCHEDULE "A"

LIST OF PARTICIPATING PRODUCTS

<u>Participating Product</u>	<u>Weight</u>
Chocolate Singles	
Kinder Bueno Milk	43g
Kinder Bueno White	39g
Kinder® Chocolate T2	42g
Kinder® Surprise® Classic	20g
Kinder® Surprise® Pink	20g
Chocolate King Size	
Kinder Bueno T4	86g
Kinder® Chocolate T4	84g
Mints	
Tic Tac® Fresh Mint	29g
Tic Tac® Fruit Adventure	29g
Tic Tac® Orange	29g
Tic Tac® Wintergreen	29g
Tic Tac® Citrus Adventure	29g
Tic Tac® World Cup Cherry Lime	29g
Tic Tac® Dragon Fruit	29g