

ASTRO MADE WITH CANADIAN CULTURE CONTEST
OFFICIAL CONTEST RULES AND REGULATIONS (“Official Rules”)

NO PURCHASE NECESSARY.

The “Astro Made with Canadian Culture” Contest (the “Contest”) is sponsored by Lactalis Canada Inc. (the “Sponsor”). The Contest starts on **June 15th, 2026** (the “Contest Opening Date”) at 00:01 a.m. Eastern Time (“ET”). The Contest closes on **July 17th, 2026** (the “Contest Closing Date”) at 11:59 pm Eastern Time (“ET”). The “Contest Period” runs from the Contest Opening Date to the Contest Closing Date.

NOTE: Submission of an entry into the Contest declares that you have read and agreed to the Official Rules.

1. ELIGIBILITY:

The Contest is open to all individuals who are residents of Canada, who are located in Canada and who have reached age of majority in the province in which they currently reside as of the Contest Start Date.

The Contest is not open to the Sponsor or its parents, related and affiliated companies, advertising, digital/social or promotional agencies, or employees, officers, directors, representatives, agents, successors or assignees thereof (collectively the “Contest Group”), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial and territorial laws and regulations. The Contest is void where prohibited by law.

2. HOW TO ENTER:

During the Contest Period, to submit an entry (an “Entry”):

1. Visit <https://www.facebook.com/astroyogurt> or <https://www.instagram.com/astroyogurt/> and ensure you are logged into your account
2. Comment on the “Astro Made with Canadian Culture” Contest post that reads which other Canadian cultural icons should join our yogurt-making crew.

All contest submissions must consist solely of generic, original content that does not include any identifiable individuals (e.g celebrities), third-party intellectual property, including but not limited to trademarks, copyrighted materials, or images requiring model releases, permissions, or image rights clearances for use in social media, advertising, or promotional materials. By submitting an entry, participants represent and warrant that the submission may be freely used, reproduced, modified, published, and displayed by the Organizer across social media and other marketing channels without obtaining additional consents or incurring liability.

This will grant you one (1) entry to the Contest.

Entrants must have a valid non-private Facebook or Instagram account. A Facebook or Instagram account can be obtained free of charge. Internet access can be obtained free of charge from many public libraries.

An Entrant’s comment must not, in the sole and unfettered judgement of the Sponsor, contain words or statements considered offensive, unlawful, sexually explicit, or libelous. All entrants’ comments must be in keeping with Sponsor’s reputation and image and Sponsor reserves the right to remove and exclude an

Entrant's comment from the Contest Post in their sole discretion. Comments must not include any material subject to a third-party's copyright protection.

Limit: The number of entries per person is limited to one (1) per person/valid Facebook or Instagram account during the Contest Period. Entries beyond the sole entry will not be accepted and are ineligible.

Please Note: The Sponsor may disqualify an entrant from the Contest if the Sponsor believes, in its sole discretion, that the entrant has: 1) violated the Official Rules, 2) violated the law, including, privacy, intellectual property or other third party rights, 3) engaged in defamation, obscenity, hate speech, harassment, or other forms of similar conduct.

General: Entrants found to be using multiple accounts will be considered ineligible and disqualified from the Contest. Automated and/or repetitive submissions (including but not limited to entries made using any script, macro, bot or Contest service) will be automatically disqualified, and transmissions from these accounts may be blocked.

Contest entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by the Sponsor without further notice. No communication or correspondence will be exchanged with entrants except with those selected for a Prize.

3. **PRIZING:** The prizes are referred to herein as the "Prize(s)".

There are a total of three (3) prizes to be won by three (3) separate winners, with each prize consisting of:

- A \$500.00 CAD electronic gift card; and
- An Astro gift basket containing exciting branded merchandise and gifts; and
- the showcasing of the entrant's Canadian cultural icon, along with their first name and first initial of their last name in an Astro Facebook and Instagram post for a period of time to be determined in the sole discretion of Sponsor or its designated agent.

The total ARV of all Prizes combined is \$600.00 (CAD).

Prizes must be accepted as awarded without substitution and are not transferable, refundable, for resale or convertible to cash.

The Sponsor reserves the right, in the event that the Prize, or any component of the Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value without liability.

If the selected entrant for the Prize forfeits the Prize, it will be re-awarded at the option of the Sponsor, subject to, among other things, time availability.

Odds of Winning: The odds of winning depend on the total amount of entries received for the "Made With Canadian Culture" Contest from all participating users; there will be three (3) winning entries for this Contest that are to be chosen at the sole discretion of a selection committee appointed by Lactalis Canada. The odds of winning are also based on chance. After the winning entries are selected, only users who commented the selected entries will be entered into separate lucky draws conducted by the Sponsor for each individual winning entry, in which three (3) participants for each winning entry will be shortlisted and ranked in terms of priority rights to claim the Prize.

4. **SELECTION OF POTENTIAL WINNERS**

From amongst all eligible entries, three (3) winning entries will be selected by a panel of judges chosen by Sponsor and including Sponsor representatives. The judges will score entries based on the following criteria:

Judging criteria

- 50% - originality
- 50% - mass relevance to **Canada's Culture**

Canada's Culture: the range of cultural expressions, themes, and perspectives that originate from and/or are meaningfully connected to Canada, including its peoples, histories, landscapes, and multicultural influences, without requiring strict or exclusive representation.

The judging criteria ("Criteria") will be applied in the sole discretion of the Sponsor and the individual judges, and judging will take place within forty-eight (48) hours of the Contest Close date.

Lucky Draw: Users who submitted a winning entry are eligible for a draw of all users who shared that specific entry, in which three (3) participants will be shortlisted through a luck of draw for the three (3) winning entries, and ranked in terms of priority rights to claim the Prize, summing a total of nine (9) potential winners ("Potential Winner(s)")

5. **CLAIMING A PRIZE**

The first Potential Winner for each winning entry will be notified within two (2) days following the completion of judging (the "Initial Notification Phase") via Direct Message on Facebook or Instagram (depending on which platform the entrant's entry was originally submitted) and must respond within twenty-four (24) hours. Following the Initial Notification Phase, Potential Winners will receive prize claim instructions ("Prize Claim Phase") via email which Potential Winners must complete within two (2) days.

If a Potential Winner fails to respond by a specified deadline in either the Initial Notification Phase or the Prize Claim Phase, the Potential Winner will be disqualified from the Contest, and the next highest ranked Potential Winner from amongst those selected by the judging panel will be notified. This process will continue, until all Potential Winners are exhausted, or until time runs out, whichever comes first.

All Prize claims are subject to verification. To be declared a winner, the Potential Winners must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by email at the address provided during the Prize Claim Phase. The Potential Winner will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with the Official Rules, consent to Sponsor's use of their first name and first letter of their surname in social media communications, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, The Contest Group, Meta Inc., and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies, successors and assigns (collectively, the "Released Parties") from any liability in connection with any Prize or the Contest.

The gift card portion of each Prize will be delivered to confirmed winners within thirty (30) days of the Contest Close date.

The refusal by any Potential Winner to accept the Prize (or any portion thereof) releases and forever

discharges the Released Parties of all obligations related to the Prize, including delivery. If a potential winner is found to be ineligible, declines to accept the Prize, or in the event that communications with a Potential Winner or a Prize is returned as undeliverable, the Prize will be forfeited. Sponsor reserves the right to not award unclaimed Prizes in their sole discretion. The Contest Group will not be responsible for failed attempts to contact a selected entrant.

6. GENERAL

A. Official Rules Govern

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of the Sponsor regarding the Contest, these rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials including, but not limited to, the Contest Post, any point of sale and/or print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

B. Grant of Rights

Each entrant submitting an Entry into the Contest irrevocably assigns and transfers all rights, title and interest to the entry to Sponsor, including, without limitation, all copyrights, and irrevocably waives any and all so-called moral rights that an entrant may have therein, including, without limitation, any and all attribution and integrity rights.

C. Indemnification

By submitting an entry into this Contest, each entrant confirms their understanding of and compliance with these Official Rules. Each entrant hereby releases, discharges, indemnifies and holds harmless the Released Parties 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, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without any limitation, whatsoever.

Each Contest entrant must comply with the terms of use (if any) governing the Facebook and Instagram platforms. Entrants waive any right to any claim arising out of or relation to ambiguity in these Official Rules or in the foregoing platforms' terms of use (if any).

For greater certainty, by participating in the Contest, each entrant releases and agrees to indemnify Facebook and Instagram and hold each harmless from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly to participation in the Contest, or arising out of participation in any Contest related or Prize related activity, or the receipt, enjoyment, participation in, use or misuse, of any Contest or Prize related activity, whether hosted by Sponsor or a third party.

D. Limitation of Liability

Incomplete entries, damaged entries, illegible entries or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors. None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications

(regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

E. Contest Administration

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future Sponsor contests. In its sole determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's associated entries. The Sponsor reserves the right, in its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of Sponsor corrupt the security, proper play, operation, or administration of the Contest.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to have been submitted by the Authorized Account Holder of the email address or mobile phone number associated with the Facebook or Instagram account, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an email address or a mobile phone account by the provider responsible for such assignment.

Facebook/Instagram: The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram. For avoidance of doubt, the aforementioned parties are completely released of all liability by each entrant in this Contest.

F. Privacy and Publicity Rights

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use his/her name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercial, advertising and publicity purposes, at any

time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events, product news or special offers from the Contest Group. 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, available at www.lactalis.ca/privacy.

G. Governing Law & Other General Provisions

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial 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 an 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.

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. Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

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