



CONTEST

“Compliments Brunch – Rachelle Béry”

Participation Rules

The “Compliments Brunch – Rachelle Béry” Contest (the “Contest”) is held at participating Rachelle Béry stores in Quebec and New Brunswick (each, a “Participating Store,” and collectively, the “Participating Stores”).

The Contest begins on Thursday, February 19, 2026, at the opening time of Participating Stores and ends on Wednesday, April 8, 2026, at 11:59 p.m. (the “Contest Period”).

1. ELIGIBILITY

TO BE ELIGIBLE FOR THE CONTEST, you must:

- Be a resident of Quebec or New Brunswick;
- Have reached the age of majority in your province of residence at the time of entry; and
- Be a member of the Scene+™ Rewards Program (the “Program”).

(an “Eligible Participant”)

EXCLUSIONS: Employees, representatives and/or agents of the Contest Organizer, its parent companies, subsidiaries or affiliates, Rachelle Béry stores, ambassadors and influencers of IGA, Les Marchés Tradition, Rachelle Béry and Marché Bonichoix, prize suppliers, advertising or promotional agencies, and any other entity involved in the design, production, implementation, administration or execution of the Contest (collectively, the “**Related Parties**”), as well as any person residing with such excluded participant or any member of their immediate family (each, an “**Excluded Participant**”), are not eligible.

For the purposes of these rules (the “**Rules**”), “immediate family” includes a father, mother, brother, sister, child, husband, wife, common-law spouse or partner of an Excluded Participant.

For clarity, an Eligible Participant who is not an Excluded Participant is hereinafter referred to as a “**Participant.**”

Each Participant must enter in their own name and for their sole personal benefit.

IF THE PARTICIPANT IS NOT A MEMBER OF THE PROGRAM: they may become a member online at <https://www.sceneplus.ca/en-ca/register> or at the customer service desk of a Participating Store by completing the online enrollment. Membership in the Program is free but requires Internet access (which may be available free of charge in

public locations). By enrolling as a points-earning member of the Program (a **“Member”**), you agree to be bound by the Program’s terms and conditions, as amended from time to time.

Participants must ensure that the contact information listed in their Scene+™ member account (the **“Member Account”**) is accurate at all times so that the Contest Organizer can contact them if necessary.

For the purposes of these Rules, the Participant is the person whose name appears on the Member Account, and the Prize will be awarded to that person if they are selected and declared a winner.

Each Participant must enter exclusively in their own name and for their sole personal benefit.

2. HOW TO ENTER

NO PURCHASE NECESSARY

No purchase required. To enter the Contest without making a purchase, you must send an original email of at least three hundred (300) words to concoursqc@sobeys.com explaining which Compliments product you like to purchase at Rachelle Béry. You must complete the official Entry Form with the requested information: your Scene+™ member number, the address of your Participating Store, your first and last name, email address, and phone number (a **“No Purchase Entry”**). The No Purchase Entry must be received by the Contest Organizer no later than the last day of the Contest Period, April 8, 2026, at 11:59 p.m. Eastern Time (ET). By submitting a No Purchase Entry, the Contest Organizer considers that you have read and accepted these Rules and agree to comply with all requirements of the No Purchase Entry.

Limit of one (1) No Purchase Entry per day per Member Account during the Contest Period. No Purchase Entries have the same chances of winning as Purchase Entries.

PURCHASE ENTRY

Any purchase of Compliments products (a **“Participating Product”**) for the purposes of the Contest, or as listed in the Appendix to these Rules, made at a Participating Rachelle Béry Store during the Contest Period upon presentation of a Scene+™ card, automatically enters the purchaser into the Contest.

3. PRIZE AND APPROXIMATE RETAIL VALUE

There is one (1) Prize available during the Contest Period (the **“Prize”**):
250,000 Scene+ points, with an approximate value of two thousand five hundred Canadian dollars (\$2,500 CAD).

The total approximate retail value of all prizes offered in this Contest is \$2,500 CAD.

The Prize will be sent by mail or electronically by the Contest Organizer.

The Prize must be accepted as awarded and may not be transferred, assigned, or exchanged for cash (unless explicitly permitted by the Contest Organizer, at its sole discretion). No prize substitution is permitted except at the discretion of the Contest Organizer, who reserves the right to substitute the Prize, or any portion thereof, with a prize of equal or greater value, including, at its sole discretion, a cash amount.

The Prize will be awarded only to the individual whose full name and verifiable valid email address appear on the Member Account associated with the Entry.

4. WINNER SELECTION

One draw will be held on Tuesday, April 21, 2026, at 10:00 a.m. (ET) (the “**Draw Date**”) at the offices of the Contest Organizer located at 11281 Albert-Hudon Boulevard, Montréal-Nord, Quebec, H1G 3J5.

One (1) Participant will be selected electronically and at random from all eligible Entries received during the Contest Period, in accordance with these Rules.

The odds of winning depend on the total number of eligible Entries received during the Contest Period.

CONTACTING SELECTED PARTICIPANTS

The Contest Organizer or a designated representative will make at least two (2) attempts to contact the Selected Entrant by email and/or by phone using the contact information provided in their Scene+® Member Account.

Each Entrant is responsible for ensuring that their Member Account information is up to date. The Contest Organizer cannot be held liable for invalid or inaccurate telephone numbers that have not been updated in Entrants’ Member Accounts.

Each Selected Entrant will have forty-eight (48) hours, following the first communication, to contact the Contest Organizer or its designated representative, under penalty of nullity. Once reached by email, the Selected Entrant will receive a Release Form (the “**Release Form**”) at the email address provided in their Member account. The response time will be counted exclusively from the clock of Contest Organizer.

BEFORE BEING CONFIRMED AS A WINNER, each Selected Entrant must:

- correctly answer, unaided, a mathematical skill-testing question;
- sign and return, within twenty-four (24) hours of receiving notice, the Affiliated Parties’ declaration, and release form (the “Release Form”) in which (among other things) the Selected Entrant confirms compliance with these Rules, and acknowledges acceptance of the Prize as awarded;
- consent to the publication, reproduction or other use of the Entrants name, address, voice, image, statements in connection with the Contest, as well as any photograph, video, recording and/or filming, or on its behalf, for the purpose of advertising or other promotional or commercial use by or on behalf of the Contest Organizer, in any existing or future medium, including print, radio, television and the Internet, without further notice, additional remuneration, or the right to control its share for the purposes of this Contest;
- provide photo ID upon request.

If it is not possible to contact the Selected Entrant in the manner described in the "CONTACTING SELECTED ENTRANTS" section, and if the Selected Entrant: a) incorrectly answers the skill-testing question, b) fails to return the duly completed Release Form within the prescribed period, c) fails to accept (or refuses to accept) the Prize as awarded for any reason, and/or d) is determined to have violated these Rules (as determined by the Contest Organizer at their absolute discretion), they will be disqualified (and will forfeit the Prize) and the Contest Organizer reserves the right, at their sole discretion and if time permits, to randomly select another Eligible Entrant from the remaining Eligible Entries received (in which case the provisions of this paragraph shall apply to the new Selected Entrant). Limit of one (1) Prize per Entrant per household, during the Contest Period.

ODDS OF WINNING

The odds of winning depend on the number of Eligible Entries received at the time of each draw, per store, during the Contest Period, in accordance with these Rules.

5. PRIZE AWARDING

Scene+™ points will be deposited into the winner's Member Account used to enter the Contest. Points cannot be transferred and are not redeemable for cash.

6. GENERAL CONDITIONS:

All Entries become the property of the Contest Organizer.

The Contest is subject to all applicable federal, provincial and municipal laws and regulations. The Contest is governed by the laws of Québec and the laws of Canada applicable therein, and is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited by law.

The decisions of the Contest Organizer are final and binding in all matters related to this Contest, including any decision on the validity or disqualification of Entries or Entrants. By entering this Contest, you agree to be legally bound by the terms and conditions of these Rules. By entering the Contest, you agree that the courts of Québec, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of this Contest's Rules or the running of this Contest. ANYONE FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON MAY BE SUBJECT TO DISQUALIFICATION AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST ORGANIZER AT ANY TIME.

The Contest Organizer reserve the right, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause.

Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest (at the sole discretion of the Contest Organizer) is a violation of criminal and civil laws. Should such an attempt be made, the Contest Organizer reserve the right to seek remedies and damages to the fullest extent permitted by law. The Contest Organizer reserve the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of any accident, printing error, administrative error or other error of any kind, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserve the right, in his sole discretion, to administer another proficiency test, as they deem appropriate based on the circumstances and/or to comply with applicable law.

The Contest Organizer reserve the right, at its sole and absolute discretion, to change, without notice, the Contest deadline or any of the dates set out in these Rules, to the extent necessary, for purposes of verifying the compliance of any Entrant or Entry in accordance with these Rules, or due to technical problems or under any circumstances that, in the view of the Contest Organizer and at his sole discretion, may hinder the proper administration of the Contest in accordance with these Rules, or for any other reason.

By entering this Contest, each Entrant consents to the Contest Organizer, its agents and/or representatives, storing, sharing and using the personal information submitted with their Entry for the sole purpose of administering the Contest and awarding the Prize, including, but not limited to, contacting the Entrant about the Contest and their Entry using the information provided in their Scene+® Member Account. You may also receive additional communications from the Contest Organizer, Sobeys and/or third-party partners (if applicable) about their products, services, upcoming contests

and promotional offers if you consent to receive such communications on the Contest website. You may, at any time during or after the Contest, withdraw your consent to receive additional communications by following the unsubscribe instructions included in these communications.

Please visit <https://corporate.sobeys.com/privacy-policy> for details about the Contest Organizer's privacy policy regarding the use of personal information.

The current Contest Rules can be viewed at the following address, <https://www.rachellebery.ca/en/concours-aq-2025> or at the service counter of Participating Stores.

The names of the Contest winners will be available at the following address, <https://www.rachellebery.ca/en/concours-aq-2025> and at the service counter of Participating Stores no later than sixty (60) days following the last Draw (Wednesday, April 21, 2026), and will be posted for a minimum period of ten (10) days.

In the event of a discrepancy or inconsistency between the terms and conditions of the French version of these Rules and any disclosures or other statements contained in any Contest-related materials, including the Entry Form, the website, the English version of these Rules and/or print or online advertising at the point of sale, the terms and conditions of the French version of these Rules will prevail to the fullest extent permitted by law.

This Contest is not managed or sponsored by rachellebery.ca. Any questions, comments, or complaints regarding the Contest should be directed to the Contest Organizer and not to rachellebery.ca, and its affiliates, directors, officers, agents, and employees are not responsible for any claims arising from or related to the Contest Organizer.

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By participating in the Contest, and as a condition of acceptance of a Prize, you, your heirs, executors, administrators, successors and assigns, release and forever discharge and hold harmless the Contest Organizer, the Partner, Scene LPc and each of their direct and indirect parent companies, affiliates, subsidiaries, successors, assigns, agents, advisors, franchisees, shareholders, partners, representatives, their advertising, promotion and fulfillment agencies and each of their respective employees, officers, directors, agents and representatives (collectively, the "Released Parties"), from and against any and all losses, damages (including, without limitation, direct, indirect, incidental, consequential or punitive damages), rights, claims, actions, causes of action, personal injury, property damage or death, including without limitation all costs and liabilities of any kind including legal fees on a substantial indemnity scale, hereinafter called "Claims" and including without limitation any claims arising from any act of negligence of the Released Parties, that you now have, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Contest, your Entry and/or the awarding, acceptance, possession, use, or misuse or enjoyment of any Prize, and where applicable, traveling to, preparing for, or participating in, any Contest-related or Prize-related event or activity; or (ii) the publicity rights granted to the Contest Organizer. You specifically acknowledge that you understand that there may be serious risks of bodily injury, death, or property damage associated with the acceptance, possession, use and/or misuse of the Prize and attendance at any event or participation in certain Prize-related activities, and you voluntarily assume these risks. You also agree to indemnify, defend, and hold harmless the Released Parties from any and all Claims in respect of the foregoing.

By participating in this Contest, all Entrants agree to abide by the terms and conditions of use, contracts, other policies

and/or guidelines governing the rachelebery.ca platform, and release the Contest Organizers and any company, corporation, trust, or other legal entity controlled by or affiliated with them, their advertising and promotional agencies, and their employees, agents, and representatives from any liability for damages they may incur as a result of using this platform.

Scene+ mc is a trademark of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. All other trademarks are the property of their respective owners.

ANNEXE

Produits participants

608825	COMP GAUFRES ORIGINALES SGLUT 12/320G	EA
608841	COMP GAUFRES BLEUETS SGLUT 12/320G	EA
229077	COMP FROM CREME BRIQUE 18/250G	EA
650653	COMP FROM CREME SLACT 18/250G	EA
229075	COMP FROM CREME LEGER BRIQUE 18/250G	EA
618874	COMP TART FROM CREME ORIG 12/227G	EA
618877	COMP TART FROM CREME LEGER 12/227G	EA
729123	COMP BIO BEURRE SALE 12/250G	EA
729124	COMP BIO BEURRE NON SALE 12/250G	EA
729119	COMP BIO FROMAGE CHEDDAR FORT 14/200G	EA
729120	COMP BIO FROM MOZZ PART ECREME 14/200G	EA
484129	COMPGRN BEURRE ARACH CRM 100% 12/500G	EA
428917	COMP MIEL BRUT NON PASTEURISE 12/750G	EA
440168	COMPGRN BEURRE AMANDES 100% NAT 12/340G	EA
595900	COMPGRN BEURRE AMANDES 100% CROQ 12/340G	EA
987305	COMP BEURRE CAJOU CREM 12/500G	EA
493607	COMPBIO CAFE EQUITB DECAF GRAINS 12/275G	EA
493610	COMP BIO CAFE MEL EXPRESSO 12/275GR	EA
493612	COMP BIO CAFE MELANGE PERUVIEN 12/300G	EA
1303324	COMPORG SIROP ERABLE AMBRE 100% 12/1L	EA
606633	COMPBIO GRANOLA AMANDES 12/325G	EA
606640	COMPBIO GRANOLA VAN CITROUILLE 12/325G	EA
607034	COMPBIO GRANOLA BAIES 12/325G	EA
469158	COMP SGLUT CEREALES CORN FLAKE 8/300G	EA
402436	COMP TISANE MENTHE POIVREE 6/30G	EA
402435	COMP TISANE CAMOMILLE 6/20G	EA
505889	COMP TISANE CITRON GINGEMBRE 6/40G	EA
157022	COMP BIO CONFITURE DE FRAISES 12/250ML	EA
157035	COMP BIO CONFITURE FRAMBOISES 12/250ML	EA
730748	COMP BIO GRUAU RAPIDE 12/1KG	EA
634767	COMP COMPOTE SUPERSQ BLEUET FRAM 6/4X90G	EA
634772	COMP COMPOTE SUPERSQ CAR PEC 6/4X90G	EA
575562	COMP COLL POMME SUPERSQZE FRAIS 3/12X90G	EA
438495	COMP COLLAT POMME SUCREE 12/6X113G	EA
438510	COMP COLLAT POMME NON SUCR 12/6X113G	EA
819822	COMP COLLAT POM PECHE MANGUE 12/6X113G	EA
171912	COMP COLLAT POM FRT CHAMPS 12/6X113G	EA
774891	COMP PUREE DE POMMES NSUCREE 12/620ML	EA