

• LES MARCHÉS •

Tradition

CONTEST

“Scene+ points contest”

Contest Rules

The “Scene+ points contest (the “Contest”) is organized by Sobeys Capital Inc. (the “Contest Organizer”). The contest starts Monday, February 9, 2026, at 12:01 a.m. ET and ends Monday, March 2, 2026, at 11:59 p.m. ET (the “Contest Period”).

ELIGIBILITY

The Contest is open to all legal residents of Quebec and New Brunswick of the age of majority in their home province or territory.

EXCLUSIONS: Employees, representatives and/or agents of the Contest Organizer, their parent companies, subsidiaries or affiliates, Les Marchés Tradition stores, Prize suppliers and their advertising or promotional agencies, and any other entity involved in the development, production, implementation, administration or execution of the Contest (collectively, the “**Affiliated Parties**”), as well as, respectively, any person with whom an Excluded Entrant is domiciled or any member of their immediate family (each an “**Excluded Entrant**”). For the purposes of the Contest Rules (the “**Rules**”), the term “immediate family” includes the father, mother, brother, sister, child, husband, wife or common-law partner of an Excluded Entrant. For clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an “**Entrant**.”

Each Entrant shall enter exclusively on their own behalf and act for their sole personal benefit.

HOW TO ENTER

NO PURCHASE NECESSARY

Email sign-up entry:

To enter the Contest, go <https://www.marchestradition.com/en/newsletter/> (the “**Website**”) using your mobile device, tablet, or computer with Internet access and follow the on-screen instructions to locate the official Les Marchés Tradition email sign-up form online.

- i. First, complete the official Les Marchés Tradition email sign-up form by filling in all the required fields (your first and last name, a valid email address, and your postal code).
- ii. You also have the option to add your date of birth and your Scene+ card number.
- iii. You must then sign up to receive emails from Les Marchés Tradition containing news, offers, contests, promotions, events, surveys, and information about products and services offered at our stores.
- iv. Click “Subscribe”. By clicking Subscribe, you agree to receive electronic messages from Sobeys Capital Incorporated, its affiliates, and/or its business brands and marketing partners. You understand that you can withdraw your consent at any time. Contact us at privacy@sobeys.com or 115 King Street, Stellarton, Nova Scotia, B0K 1S0. By signing up for Les Marchés Tradition emails as described in step ii. of these Rules and by clicking Submit, you automatically agree to participate in the “Les Marchés Tradition Newsletter”

Subscription 2026 Contest" as specified in the Rules. (an "**Entry**").

Limit of one (1) valid email address per Entrant.

To be valid, your Entry must meet all the requirements specified in the Rules. Under no circumstances will the Contest Organizer accept liability for late Entries, including delays caused by website-related technical difficulties.

PRIIZE AND APPROXIMATE RETAIL VALUE:

There are twenty (20) prizes to be won in the Contest (each, a "Prize" and collectively, the "Prizes"). Each Prize consists of 100,000 Scene+ points, with a value of one thousand Canadian dollars (CA\$1,000).

The total value of the Prize offered through this Contest is twenty thousand dollars (\$20,000 CAD). Prizes will be sent to the winners by the Contest Organizer.

PRIIZE NOTES

GENERAL. Prizes may not be exactly as shown in photos and images used in Contest publicity and promotional materials, including print advertisements, websites, and electronic banner advertising. Each Prize must be accepted (i) "AS IS" WITHOUT WARRANTIES OF ANY KIND, express or implied, and (ii) may not be modified, transferred, assigned, or exchanged for cash (unless expressly authorized by the Contest Organizer at its sole discretion). The Prize will be awarded only to the person whose full name is entered on the official Contest Entry form. No prize substitutions will be possible except at the discretion of the Contest Organizer.

WINNER SELECTION

The draw will take place on Friday, March 20, 2026, at approximately 11:00 a.m. (ET) at the offices of Sobeys Inc., located at 11281 Albert-Hudon Street, Montreal, Quebec, H1G 3J5. The draw will be conducted electronically and randomly from all eligible Participants to select twenty (20) Participants.

ODDS OF WINNING

The odds of winning depend on the number of Les Marchés Tradition Entries received during the Contest Period in accordance with these Rules. **CONTACTING SELECTED ENTRANTS**

An Affiliated Party or a designated representative will make at least one (1) attempt to contact the Selected Entrant by email (using the information provided in the Entry) within seven (7) business days of the Draw Date. If, at the end of the seven (7) business days following the Draw Date, attempts to contact the Selected Entrant have been unsuccessful, or if the notice sent to the Selected Entrant is returned as undeliverable, the Entrant in question will, at the sole discretion of the Contest Organizer, be disqualified (and will forfeit all rights to the Prize in question). In such cases, the Contest Organizer reserves the right, at its sole discretion and as time permits, to randomly select another Eligible Entrant from the remaining Eligible Entries (in which case the provisions of this section shall apply to the new Selected Entrant).

BEFORE BEING CONFIRMED AS A PRIZE WINNER, each Selected Entrant must: (a) correctly answer a mathematical skill-testing question without assistance of any kind, either mechanical or otherwise, and (b) sign and return, within twenty-four (24) hours of receipt of the notice, the Affiliated Parties' declaration and release form (the "Release Form") whereby (among other things) the Selected Entrant (i) confirms compliance with these Rules; (ii) confirms acceptance of the

Prize as awarded.

If the Selected Entrant: a) incorrectly answers the mathematical skill-testing question, b) omits to return the duly completed and signed **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 deemed to be in violation of these Rules (as determined by the Contest Organizer at its sole discretion), the Selected Entrant will be disqualified (and will forfeit the Prize) and the Contest Organizer reserves the right, at its sole discretion and as time permits, to electronically and randomly select a new Eligible Entrant from the remaining Eligible Entries (in which case the provisions of this paragraph will apply to the new Selected Entrant).

Limit of one (1) Prize per Entrant per household.

Each winner consents to have their name, address, voice, image, statements in connection with the Contest, any Entrant's Material, and any photograph or other likeness, published, reproduced or otherwise used by or on behalf of the Contest Organizer or in the Contest Organizer's name for publicity purposes or for other promotional or commercial use by or on behalf of the Contest Organizer, in any media, future or existing, including print, radio, television and the Internet, without further notice or additional compensation.

TERMS AND 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 Quebec and the applicable laws of Canada, is subject to all applicable federal, provincial, and municipal laws, and is void where prohibited by law.

The decisions of the Contest Organizer are final and binding on all matters relating to this Contest, including any decisions regarding the validity or disqualification of entries or participants. By entering this Contest, you agree to be legally bound by the terms of these Rules. ANY PERSON FOUND TO HAVE VIOLATED THESE RULES IN ANY WAY IS SUBJECT TO DISQUALIFICATION AT ANY TIME, AT THE SOLE DISCRETION OF THE CONTEST ORGANIZER.

The Contest Organizer reserves the right to cancel, modify, or suspend this Contest (or to amend these Rules) in any way, due to an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure, or any other cause. Any deliberate attempt to damage a website or interfere with the proper operation of this Contest (at the sole discretion of the Contest Organizer) may violate criminal and civil laws. Where applicable, the Contest Organizer reserves the right to seek remedies and recover damages to the fullest extent permitted by law. The Contest Organizer reserves the right to cancel, modify, or suspend this Contest, or amend these Rules, for any accident, printing error, administrative error, or any other error, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserves the right, in its sole discretion, to require an additional skill-testing question if it deems appropriate under the circumstances and/or to comply with applicable law.

The Contest Organizer reserves the exclusive and absolute right to modify the Contest schedule or any dates specified in these Rules, without prior notice, when necessary, in order to verify the compliance of any Participant or entry with these Rules, or due to technical problems, or in any circumstances which, in the opinion of the Contest Organizer and at its sole discretion, may interfere with the proper administration of the Contest in accordance with these Rules, or for any other reason.

By participating in this Contest, each Participant authorizes the Contest Organizer and its agents and/or representatives to collect, share, and use the personal information provided in their entry via the information contained in their Scène+ member account, solely for the purposes of administering the Contest and awarding the Prize, including, without limitation, contacting the Participant regarding the Contest and their entry. You may also receive additional communications from the Contest Organizer and/or third-party partners (as applicable) regarding their products, services, upcoming contests, and promotional offers if you consent to receive such communications on the Contest website. You may withdraw your consent to receive additional communications at any time, during or after the Contest, by following the unsubscribe instructions included in such communications. Please see <https://corporate.sobeys.com/fr/privacy-policy>

for details regarding Sobeys' privacy policy concerning the use of personal information.

These Contest Rules can be viewed at the service desk of each Participating Store or at <https://www.marchestradition.com/fr/concours>.

The name of the Contest winner will be available no later than sixty (60) days following the Draw (Friday, March 20, 2026) for a minimum period of ten (10) days at the service desk of each Participating Store or at <https://www.marchestradition.com/fr/concours>.

In the event of any discrepancy or inconsistency between the terms of these French Rules and statements or other representations contained in Contest documents, including the entry, website, the English version of these Rules, and/or point-of-sale, television, print, or online advertising materials, the terms of the French version of these Rules shall prevail to the extent permitted by law.

This Contest is not administered or sponsored by marchestradition.com. Any questions, comments, or complaints regarding the Contest must be submitted to the Contest Organizer, and marchestradition.com, including all of its affiliates, directors, officers, agents, and employees, shall not be responsible for any claims arising from or relating to the Contest Organizer.

By participating in the Contest and as a condition of accepting a Prize, you, your heirs, executors, administrators, successors, and assigns, release and hold harmless the Contest Organizer, Presenting Sponsors, and Prize Suppliers, Scène Plus IP Corporation, and each of their parent companies, affiliates, subsidiaries, successors, agents, representatives, franchisees, shareholders, partners, their advertising, promotion, and fulfillment agencies, and each of their respective employees, officers, directors, agents, and representatives (collectively, the "Released Parties") from any and all liability for any loss, damage (including, without limitation, direct, indirect, incidental, consequential, or punitive damages), rights, claims, actions, causes of action, bodily injury, property damage, or death, including, without limitation, all costs and liabilities of any kind, including legal fees on a substantial indemnity basis, hereinafter referred to as "Claims," including, without limitation, any Claim arising from an act of negligence of the Released Parties, that you now have or may subsequently have against the Released Parties directly or indirectly resulting from or arising out of: (i) participation in the Contest, your entry, and/or the awarding, acceptance, possession, use, misuse, or enjoyment of a Prize, and, if applicable, travel, preparation, or participation in any event or activity related to the Prize; or (ii) publicity rights granted to the Contest Organizer. You expressly acknowledge that you understand 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 participation in any event or activities related to the Prize, and you voluntarily

assume these risks. You also agree to indemnify, defend, and hold harmless the Released Parties from any Claim relating to the foregoing.

However, by participating in this Contest, all Participants agree to comply with the terms of use, contracts, other policies, and/or guidelines governing the marchestradition.com platform and release the Contest Organizer, any company, corporation, trust, or other legal entity controlled by or affiliated with them, their advertising and promotion agencies, employees, agents, and representatives from any liability for any damages they may suffer as a result of using this platform.

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