

Contest Rules and Regulations
The Canada Beef Performs New Subscriber Contest

1. CONTEST PERIOD

The Canada Beef Performs New Subscriber Contest (the "Contest") is sponsored by Canada Beef (the "Sponsor"). The Contest will start January 2, 2026 (10:00 a.m. ET) and end February 5, 2026 (at 11:59 pm ET), (the "Contest Period").

2. CONTEST GROUP

For the purposes of the Contest, the "Contest Group" is composed of the Sponsor, together with advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest is held, as well as their respective officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Contest is open to all individuals who:

- (a) reside in Canada (excluding residents of Quebec); and,
- (b) have reached the legal age of majority in their province/territory of residence.

Employees, agents and other representatives of the Contest Group, as well as any person with whom they reside, are not eligible to enter the Contest. For certainty, residents of Quebec are not eligible to enter the Contest. By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these official Contest Rules and Regulations (the "Contest Rules").

4. METHOD OF ENTRY

4.1. No purchase necessary. To enter the Contest, during the Contest Period you will need to: (a) visit <https://canadabeef.ca/canadabeefperforms/> and access the official Contest entry form (the "Entry Form"); (b) fully complete the online Entry Form, answering all mandatory questions and fields provided (including, without limitation, your full name and email address); (c) signify your agreement to receive (or reconfirm your agreement to receive) the Canada Beef Performs e-newsletter from the Sponsor regarding its products, news and promotions (NOTE: after opting in, you may withdraw your consent to receive such email communications at any time without affecting your eligibility in this Contest); and (d) and click Submit. Upon completing all of the foregoing requirements during the Contest Period, you will receive one (1) entry (an "Entry") in the Contest. There is a limit of one (1) Entry per individual and per email address during the Contest Period. An Entry may be rejected if, in the sole and absolute discretion of the Sponsor: (i) the Entry is not submitted and received in accordance with these Contest Rules during the Contest Period; and/or (ii) the Entry or entrant is not in compliance with these Contest Rules (all as determined by the Sponsor in its sole and absolute discretion).

4.2. For certainty, no purchase is required in order to participate in the Contest. The Contest Group and all other Released Parties (defined below) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entry Forms, Entries and/or any other Contest-related Information (collectively, "Contest-Related Information"), all of which are void.

4.3. If you opt to enter this Contest via your wireless mobile device (which may only be available via participating wireless carriers), standard text messaging and/or data rates may apply according to the terms and conditions of your services agreement with your wireless carrier. Other mobile charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest. Mobile device service may not be available in all areas.

5. PRIZES

One hundred (100) prizes are available to be won in the Contest. Each prize consists of one (1) 'I [heart] Canadian Beef' logo-branded white cotton t-shirt (each, a "Prize"). The size of each t-shirt awarded as a Prize shall be determined at Sponsor's sole and absolute discretion (Sponsor may, but for certainty is not required to, consult with each applicable confirmed Prize winner regarding their preferred sizing) and is subject to size availability. Approximate retail value of each Prize is \$25 (CAD).

6. DETAILS OF THE SELECTION AND WINNER NOTIFICATION PROCESS

On February 09, 2026 (the "Selection Date") in Calgary, Alberta at approximately 12:00 pm ET, the Sponsor or its designated representative will perform a random draw from among all eligible Entries submitted and received in accordance with these Contest Rules during the Contest Period to select the potential Prize winners.

A representative of the Sponsor acting reasonably will attempt to contact the selected potential Prize winners within two (2) business days after the Selection Date via email and/or telephone. A maximum of three (3) attempts will be made to contact each potential Prize winner (within or outside of business hours ET). A potential winner is solely responsible for ensuring they are able to receive such Sponsor notification messages, monitoring for such notification messages and following all instructions contained in such notification messages. In the event that a potential Prize winner cannot be contacted as set out above, such potential Prize winner will be disqualified, and an alternate potential Prize winner may be selected at the Sponsor's sole discretion. Proof of identification must be provided upon Sponsor's request.

7. ODDS OF WINNING: The odds of winning will depend on the total number of eligible Entries received in accordance with these Contest Rules during the Contest Period.

8. AWARDING OF PRIZES

8.1. NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS THEM AS A WINNER IN ACCORDANCE WITH THESE CONTEST RULES. To be declared a confirmed Prize winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and (b) sign and return within the timeline specified the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Contest Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse

of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of their name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in perpetuity throughout the world in any manner or medium whatsoever, including print, broadcast or the internet. The declaration form can be photographed or scanned and must be returned to info@canadabeef.ca, in accordance with all instructions provided.

8.2. Disqualification: If any one of the conditions mentioned in the Contest Rules is not met (including, without limitation, if a potential winner: (a) cannot be contacted as set out above, or if there is a return of a notification as undeliverable; (b) fails to correctly answer the skill-testing question; (c) fails to return the properly executed Contest documents within the specified time; (d) cannot accept (or is unwilling to accept) a Prize (as awarded) for any reason; and/or (e) is determined to be in violation of these Contest Rules (all as determined by the Sponsor in its sole and absolute discretion), the selected entrant will be disqualified and shall forfeit all rights to receive any Prize, and the Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential Prize winner or to cancel the Prize.

8.3. Delivery of Prize: Following receipt of a selected entrant's correctly answered mathematical skill testing question and signed declaration and release documentation, the Sponsor will send the Prize to the winner. Please allow four (4) to six (6) weeks for delivery. Shipped Prizes shall not be insured and the Sponsor shall not assume any liability for a lost, damaged or misdirected Prize. Each Prize must be shipped to a physical addressed location, not a PO Box. A phone number must be supplied for shipping purposes.

9. GENERAL TERMS AND CONDITIONS

9.1. Verification of Entries: The validity of any Entry is subject to verification by the Sponsor. Any Entries that are illegible, incomplete, fraudulent or otherwise non-compliant with the Contest Rules, will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Sponsor or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All Entries become the property of the Sponsor, and none will be returned.

9.2. Acceptance of Prize: Prize must be accepted as described in these Contest Rules and cannot be returned, assigned transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in Rule 9.3. Without limiting the foregoing, the following general conditions apply to each Prize: (i) Prize must be accepted as awarded; (ii) all characteristics and features of the Prize, except as otherwise explicitly stated above, are at the Sponsor's sole and absolute discretion; (iii) Prize winner is solely responsible for all costs not expressly described herein; and (iv) Prize is subject to all terms and conditions as stated by the applicable issuer.

9.3. Substitution of Prize: The Sponsor reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any Prize another prize of equivalent or greater value, for any reason (including, without limitation, but solely at the Sponsor's sole discretion, a cash award).

9.4. Number of Prizes/Winners: By entering the Contest, each entrant acknowledges that the Sponsor shall not be required under any circumstances to award more Prizes than the number of available Prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of Prizes claimed by entrants is greater than the number of Prizes available, the Sponsor reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice. In addition to having the right to terminate the Contest immediately, the Sponsor reserves the right to conduct a random drawing from amongst all eligible Prize claimants whose claims have not yet been redeemed to award the correct number of Prizes (as stated in these Rules). The Prizes may stop being awarded in the event the Sponsor becomes aware of such an error.

9.5. Other Changes to Contest Rules: Without limiting the provisions of Rule 9.4 above, the Sponsor reserve the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Sponsor, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

9.6. Release and Exclusion of Liability: By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: (i) to release, discharge, and forever hold harmless the Contest Group and each of their respective shareholders, agents, representatives, employees, directors, officers, successors, and assigns (collectively, the "Released Parties") from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the Prize. Any entrant selected for a Prize acknowledges that upon awarding of the Prize, the obligations typically borne by the provider of services or goods become that provider's responsibility. The Released Parties will not be responsible for lost, incomplete, late or misdirected Entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9.7. Personal Information: By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with the Sponsor's privacy policy (available at: <https://canadabeef.ca/privacypolicy/>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information. Any inquiry concerning the personal information held by the Contest Sponsor

should be addressed to Privacy Officer, Canada Beef, 2550 Argentia Road, Suite 216, Mississauga, ON, Canada L5N 5R1, info@canadabeef.ca.

9.8. Verification and Identity of the Entrant: For the purposes of these Contest Rules, the entrant is the person who is the holder of the email account used to enter the Contest. It is to this individual that the Prize will be awarded if selected and declared as the winner.

All Contest-Related Information and entrants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an entrant's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Contest-Related Information and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of the Contest will be the official time-keeping device(s) used by the Sponsor.

9.9 General: In the event of any discrepancy or inconsistency between the terms and conditions of these English Contest Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, the French version of these Contest Rules, point of sale, television, print or online advertising and/or any instructions or interpretations of these Contest Rules given by any representative of the Sponsor, the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law. The invalidity or unenforceability of any provision of these Contest 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 Contest Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein. To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules or the rights and obligations of participants, the Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, 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. To the fullest extent permitted by law, the parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Contest Rules or relating to the Contest.