



## CONTEST

### " Win a year of poke bowls! "

Every time you purchase a Yuzu product, valued at \$5 or more, between November 3 and December 1, 2025, you'll receive a contest coupon at the checkout of your participating IGA. Fill it out and drop it in the contest box. Online orders are not eligible for the contest. Each participating coupon entitles you to one chance to win at participating IGAs exclusively:

- IGA Valérie et Martin Longueuil, 455, boulevard Jean-Paul-Vincent, Longueuil (QC) J4G 1R3

There is one prize to be won, one for the above establishment. The draw will take place on December 3, 2025.

## CONTEST RULES

The " Win a year of poke bowls! " Contest will be held in participating IGA stores only, namely IGA Valérie et Martin Longueuil, as designated above. (each a "**Participating Store**" and sponsored and administered by Yuzu Sushi (Brand owned by Franchise MTY Inc.) (the "**Administrator**" and the "**Sponsor**"). The Contest begins on **November 3, 2025 at 12:01 a.m.** (Eastern Time) or the opening time of your participating store and ends on **December 1st, 2025 at 11:59 p.m.** (Eastern Time) or the closing time of your participating store, whichever comes first in your region (the "**Contest Eligibility Period**").

**IMPORTANT:** PLEASE READ THESE RULES (THE "RULES") BEFORE ENTERING THE " Win a year of poke bowls! " CONTEST (THE "CONTEST") PRESENTED BY YUZU (MTY Franchise Inc.) (THE "ADMINISTRATOR") BY ENTERING THIS CONTEST, ENTRANTS CONFIRM THAT THEY MEET ALL ELIGIBILITY REQUIREMENTS SET FORTH IN THE RULES AND AGREE TO ABIDE BY THESE RULES WITHOUT LIMITATION AND TO SUBMIT TO ALL

DECISIONS OF THE ADMINISTRATOR, WHICH ARE FINAL AND BINDING IN ALL RESPECTS WITH RESPECT TO THE CONTEST.

## **1. Eligibility**

The Contest is open only to legal residents of Quebec (the "**Participating Provinces**") who have reached the age of majority in their province of residence on the date of entry ("**Eligible Entrant**"). Void was prohibited by law. The following persons are not eligible to enter the Contest: employees, directors, officers, representatives and agents **of Contest Sponsor**.

EXCLUSIONS: Employees, representatives and/or agents of the Contest Administrator, their parent companies, subsidiaries or affiliates, as well as any other entity involved in the design, production, implementation, administration or execution of the Contest (collectively, the "Involved Parties"), as well as, respectively, any person with whom such Excluded Participant is domiciled or any member of his or her immediate family (each, an "Excluded Participant"). 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 spouse of an Excluded Participant. For clarity, an Eligible Participant who is not an Excluded Participant is hereinafter referred to as a "Participant" or "Eligible Participant".

## **2. Contest period**

The Contest begins **on November 3, 2025** at 12:01 a.m. ET and ends on **December 1st, 2025** at 11:59 p.m. ET (the "Contest Period").

## **3. Participation without purchase**

NO PURCHASE NECESSARY. You can enter the contest by submitting a handwritten text of at least 150 words describing *what makes you passionate about Yuzu sushi*. Customers can send their text, entitled " Win a year of poke bowls! " along with their handwritten signature, date, first and last name, telephone number, e-mail address and full mailing address (the "No Purchase Entry") to the following address: Yuzu Sushi, Franchise MTY INC, 500-1255 boulevard Lebourgneuf, Québec (Québec) G2K 0M6. All eligible No Purchase Entrants must read and accept the Contest Rules and comply with the Entry Requirements.

Limit of one (1) no-purchase entry per envelope. Limit of two (2) no-purchase entries per participant during the Contest Period. Odds of winning the Contest do not differ depending on whether the customer chooses to enter with or without purchase (as specified in Section 4). Entrant's material (in whole or in part) that does not comply with these rules or is otherwise deemed unacceptable by the Sponsor, in its sole discretion, will be eliminated, and the entry will be deemed ineligible. All entries become the property of the Sponsor.

#### **4. Participation with purchase**

An eligible entrant may purchase one or more Yuzu products valued at \$5 or more at any of the above participating stores, it being specified that Yuzu products must be purchased at the participating store and that online purchases are not eligible. **The eligible participant must then complete the entry coupon received at checkout and deposit it in the Contest box provided in each participating store to obtain one (1) entry into the Contest** (an "Entry with Purchase", as well as entries without a Purchase are considered as one or more "Entry[s]"). To be valid, your entry must comply with all required rule criteria, and **your entry coupon must be received during the contest period**. By participating in this no-purchase entry, you agree to comply with the entry requirements of these rules.

Limit of **one hundred and twelve (112)** purchase **entries** per eligible participant during the contest period.

Sponsor and Administrator are not responsible for late, lost, damaged, misdirected, damaged, garbled, illegible, delayed or incomplete entries.

#### **5. Description of prices and conditions**

There are one (1) Prizes available to be won throughout the Contest Period. The prize consists of one *year†* of poke bowls, payable in **privilege card** (each a "Prize", and, collectively, the "Prizes"). One Privilege Card will be awarded to the winner, the terms of use of which will be communicated to the winners at the time of awarding. The approximate retail value of each Prize is **\$920 (CDN)**.

Regions	Banners	Price
Quebec	IGA Valérie et Martin Longueuil	1
<b>Total prices</b>		1

*† For the purposes of this contest, one year's worth of poke bowls is equal to 52 poke bowls, or 1 for each week of the year, given in loyalty cards, and corresponds to \$920 CAD or the value of fifty-two (52) weeks' worth of grocery store purchases at an average weekly retail value of \$17.69 CAD. This calculation is based on the average price of a poke bowls from the Yuzu Sushi Express menu available at <https://yuzusushi.ca/en/nutrition-allergen/>.*

The following conditions apply to prizes:

- Prizes have no cash equivalent and are non-transferable; no substitutions will be made. Prizes must be accepted as awarded. Sponsor reserves the right to substitute a prize of equal or greater value for any prize for any reason whatsoever. Winners are responsible for all costs not expressly described as part of the prize, such as fees associated with receiving or using the prize.
- You must sign the Sponsor's Release of Liability Form (the "Form") to receive and participate in a Prize.
- Protect your Privilege Card as if it were cash. It cannot be replaced if lost, stolen, damaged or used without your consent. No exchange, return or refund will be made.
- The difference between the approximate retail value and the actual value of the prizes will not be awarded.
- It is possible that the Prize does not correspond to the photos used in the advertising and promotional material of the Contest, including, without limitation, in the advertisements broadcast on social networks.

- In no event will the Administrator, Sponsor, their affiliates, subsidiaries and related companies, advertising and promotional agencies, promotional partners and suppliers of products or services related to the Contest, and their respective employees, officers, directors, agents and representatives, be required to award more prizes than indicated in these Rules or award the Prize other than in accordance with these Rules.

## **6. Chances**

Odds of winning a prize depend on the total number of eligible entries received during the contest period.

## **7. Drawing details**

Winners will be randomly selected through a random draw administered by the Administrator at the Administrator's offices located at **1255 Lebourgneuf Boulevard, Suite 500, Quebec City, Quebec**, from among all eligible entries received during the Contest Period (the "Draw"). The Administrator reserves the right to modify the Draw process, including, without limitation, by conducting the Draw in conjunction with representatives located outside of the Administrator's offices and/or by any means to ensure the validity of the Draw, such as videoconferencing or similar means of its choosing and at the sole discretion of the Administrator, if applicable. The draw will take place on **[December 3, 2025]**. Participants do not have to be present to be selected. You may win a prize only once.

## **8. Selection of winners**

Participants selected in the random draw will be contacted by telephone or e-mail within thirty (30) business days of the draw, using the contact information provided at the time of registration. If you do not provide a telephone number or e-mail address, you are not eligible to win the prize. If a selected entrant cannot be reached within seven (7) days following the draw or if the Administrator determines, in its sole discretion, that the selected entrant does not meet all of the Contest conditions set out in these Contest Rules, another draw will be held and another entrant will be selected as the potential winner. This process will be repeated until an eligible entrant is declared the winner of each Prize.

In order to be declared an official winner and claim a Prize, each entrant selected in the random draw must comply with the following requirements:

- (i) Comply with all instructions contained in the e-mail sent by the Administrator informing him/her that he/she has been selected in the draw; and
- (ii) Fulfill all of the Contest conditions set forth in these Rules and Regulations.

Failure to comply with any of the above conditions, or any other condition set forth in these Rules, will result in the selected entrant's entry being declared null and void, and a new random draw will be held in accordance with these Rules to award the Prize. This process will be repeated until the Prize is awarded.

The information provided by any selected participant when contacted by the Organizer must be complete and truthful.

## **9. Use of personal information**

By entering the Contest and voluntarily providing your personal information as described in these Rules, you consent to the collection, use and disclosure of such information by the Administrator and its respective authorized employees and agents for the purposes of administering the Contest, including contacting you regarding the Contest if you are a selected entrant. Personal information will only be used for the purpose of administering the contest, unless otherwise specified in these rules. It will not be sold, transmitted or disclosed by the Administrator to any third party, except to a third party engaged by the Administrator for the purpose of administering the Contest or as required by law, with the exception that aggregated information may be used by the Administrator and its affiliates or related companies, disseminated among themselves or communicated by the Administrator to third parties in accordance with our Privacy Commitment available at <https://mtygroup.com/en/privacy-policy/>.

## **10. Consent to advertising**

By entering the Contest, you agree that, if you are declared a winner, the Administrator and the Sponsor may use your name, comments, voice, likeness, municipality of residence, submitted entry and photograph in connection with any publicity or promotion carried out now or at any future date, in any media, without compensation or notice, and you grant the Administrator and the Sponsor all rights for such use. You agree to cooperate with the

Administrator and Sponsor if they wish to arrange a photo shoot or other advertising activities, and to be available for such shoots or activities with reasonable notice.

#### **11. Limitation of liability and release**

As a condition of acceptance of the Prize, by entering the Contest, you and your heirs, executors, administrators, successors and assigns indefinitely release and hold harmless the Contest Sponsor and Administrator, and their direct and indirect parents, subsidiaries, affiliates, successors, assigns, agents, advisors, franchisees, shareholders, partners and representatives, their advertising, promotion or management agencies and all of their respective employees, officers, directors, agents and representatives (collectively, the "Released Parties") for any and all damages (including, without limitation, direct, indirect, incidental, consequential or punitive damages), losses, rights, claims, actions, causes of action, personal injury, property damage or death, including all costs and liabilities such as legal fees associated with a substantial indemnity and all claims related to a negligent act of the Released Parties (the "Claims"), which now exist or may exist in the future and which arise directly or indirectly from: (i) participation in the Contest, your participation and/or the awarding, acceptance, possession, use or misuse of any Prize and, if applicable, travel to, or preparation for, any activity or event related to or participation in the Contest or Prizes; or (ii) advertising rights granted to Sponsor or Administrator. You expressly acknowledge that you understand that there may be serious risks of personal injury, death or property damage associated with the acceptance, possession, use or misuse of the Prize and participation in any Prize-related activity or event, and you voluntarily assume these risks. You also agree to indemnify, defend and hold harmless the Released Parties from and against any and all claims with respect to the foregoing.

#### **12. Compliance with regulations**

By entering the Contest, you agree to abide by all Contest rules and prize conditions. Any decision made by the Sponsor or Administrator with respect to this Contest is final.

#### **13. Technical problems**

Sponsor and Administrator assume no responsibility for : any technical malfunction or failure of any computer, Internet connection, telephone, hardware or software (including, but not limited to, any failure that may affect the transmission or non-transmission of an entry or the failure to receive an entry); any incorrect or inaccurate information whether

caused by a user, the equipment or programming used in connection with the Contest or any technical or human error that may occur in the processing of entries in the Contest; any error, omission, interruption, deletion or defect, delay in processing, transmitting or receiving an entry, transmission line failure, theft, destruction, unauthorized access to or alteration of contest entries; any problems, failures or malfunctions of any telephone or network line, computer on-line system, server, provider, computer equipment, software, e-mail, player or browser related to or resulting from technical problems or traffic congestion on the Internet or at any web site, or any combination thereof; any injury or damage to participants or to any computer related to or resulting from downloading any materials in connection with the Contest.

If, due to mechanical, printing, manufacturing or other error of any kind, more than the stated number of prizes are claimed in accordance with these Contest Rules, the awarding of prizes will cease upon the Administrator becoming aware of the error in the number of prizes, and the Administrator reserves the right, in its sole discretion, to conduct a random drawing from among all eligible and approved claimants who have not yet claimed their prize to award the remaining prizes. In no event will the Sponsor or Administrator be liable for awarding more prizes than indicated in these Contest Rules.

#### **14. General terms and conditions**

**14.1 Decisions.** All decisions of the Administrator or its representatives regarding this Contest are final and without appeal.

**14.2. Ownership.** All Entry Forms, Declaration Forms and other materials submitted to the Administrator in connection with the Contest (collectively, the "Entry Materials") become the property of the Administrator upon submission and will not be returned to entrants and/or winners under any circumstances.

**14.3. Verification.** Entry Documents are subject to verification by the Administrator. Any Entry Document that is, as the case may be, incomplete, illegible, incomprehensible, mutilated, fraudulent, registered or transmitted late, includes an invalid e-mail address or telephone number, or is otherwise non-compliant will be void and will not entitle the entrant to participate in the Contest.

**14.4. Disqualification.** The Administrator reserves the right, at its sole discretion, to cancel an entrant's entry or disqualify an entrant from the Contest and/or exclude the



entrant from any future contests or promotions held by the Administrator (i) if the entrant fails to comply with any of the conditions of these Contest Rules; (ii) if the entrant enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or unfair to other entrants (for example : use of automated equipment in order to participate in the Contest, hacking, number of entries exceeding the permitted limit, etc.); or (iii) if he/she fails to comply with the Contest Rules.); or (iii) if he/she is suspected of having directly or indirectly tampered with the running of the Contest or of having made a false declaration.

**14.5. Conduct of the Contest.** Any attempt by an entrant or any other person to deliberately damage any material related to the Contest, including without limitation the Contest site, to tamper with the entry process or to undermine the legitimate operation of the Contest is a violation of criminal and civil laws. Should such attempts be made, the Administrator reserves the right to reject the entry of the person concerned, to hand him/her over to the competent legal authorities and to obtain compensation in accordance with applicable laws.

**14.6 Participant identification.** For the purposes of these Rules, the entrant is the person whose contact information appears on the entry form. The Administrator reserves the right to require proof of identity before awarding a Prize.

**14.7. Operation of Website.** The Administrator does not warrant that the Contest Website or any site linked to it will be accessible or functional without interruption during the Contest Period or that it will be error-free. These Contest Rules are available at <https://yuzusushi.ca/en/contest-pokebowls/>.

The names of the Contest winners will be available at <https://yuzusushi.ca/en/contest-pokebowls/> within sixty (60) days of the last Draw and for a minimum period of ten (10) days.

Any questions, comments or complaints regarding the Contest must be submitted to the Contest Administrator.

**14.8. Modification of the Contest.** The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend, in whole or in part, the Contest at any time in the event of an event or any human intervention that may corrupt or affect the administration, security, impartiality or conduct of the Contest as provided in these Rules.

**14.9. Communication with entrants.** No communication or correspondence will be exchanged with entrants other than in accordance with these Rules or in connection with the administration of the Contest, at the Administrator's initiative, unless entrants have otherwise consented.

**14.10. Severability of Paragraphs.** If any paragraph of these Bylaws is declared or held by a court of competent jurisdiction to be illegal, unenforceable or invalid, then such paragraph shall be deemed invalid, but all other unaffected paragraphs shall be fully enforced permitted by law.

**14.11. Language.** In the event of any discrepancy between the French and English versions of these Regulations, in the event that an English version is available, the French version shall prevail.

**14.12. Gender.** The masculine gender is used, without discrimination, for the sole purpose of lightening the text.

**14.13. Governing Law.** The Contest shall be governed by and construed exclusively in accordance with the laws of the Province of Quebec, without regard to its conflict of law provisions. Your participation constitutes your full and unconditional agreement to these Contest Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters relating to the Contest. By entering the Contest, you agree that the courts of Quebec shall have jurisdiction to entertain any action or proceeding based on any provision of these Rules or the operation of the Contest.

## **15. Role of the parties**

Yuzu sushi (owned by MTY Franchise Inc.) is the sponsor and administrator of this contest.

This contest is not managed or sponsored by IGA or any of its affiliates or franchisees. The name of IGA is mentioned here solely as a reference partner for the three sales outlets listed above in which the contest is held.

## **16. Trademarks**

All trademarks are the property of their respective owners. By entering the contest, you are not authorized to use any of the trademarks described herein.