

Molson Most Valuable Pick Contest Retail

OFFICIAL CONTEST RULES

(the “Rules”)

NO PURCHASE NECESSARY TO ENTER.

1. CONTEST PERIOD AND ORGANIZER: Molson Most Valuable Pick (“MVP”) Contest (the “Contest”) is organized and sponsored by Molson Canada 2005 (the “Sponsor” and the “Organizer”). The Contest begins on October 7th, 2025 at 12:01 a.m. Eastern Time (“ET”) and ends at 11:59:59 p.m. Eastern Time (“ET”) on June 30, 2026 (“Contest Close Date” or “Entry Deadline”) (together, the “Contest Period”). The clock used by the Sponsor will be the official clock to determine the date and time of receipt of an entry (as such term is defined below).

2. ELIGIBILITY: To be eligible to enter and win, this Contest is open to legal residents of Canada who are of legal drinking age and for the Grand Prize (as defined below), you must be nineteen (19) years of age or older at time of entry. You are not eligible to enter or win, if you are: a) an employee, representative or agent of Sponsor/Organizer its affiliates and related companies, advertising or promotional agencies, the contest judging organization, any participating locations or the prize suppliers; b) an employee or contractor of a provincial liquor authority, a beer distribution company or a participating licensed establishment, or, any liquor licensee authorized by a provincial liquor authority; c) anyone involved in the development and/or administration of the Contest; or d) a member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons.

3. AGREEMENT TO BE LEGALLY BOUND: By entering this Contest, each entrant agrees to be bound by (i) these Rules; and (ii) all decisions of the Sponsor/Organizer which are final in all respects.

4. MOLSON MVP WEBSITE: To enter the Contest and be eligible to win a Prize (as such term is defined below), each entrant must: (i) go to www.molsonmvp.ca ; and (ii) have or create an account.

To create an account, visit the Molson MVP website at www.molsonmvp.ca (the “Contest Website”) and complete the required information, namely, by providing your name, date of birth, email address, telephone number and postal code. All fields on the entry form must be completed unless they are otherwise indicated as optional. It is free of charge to create and obtain an account.

5. HOW TO PARTICIPATE: During the Contest Period, scan the digital QR code printed on the Molson point-of-sale materials posted at participating retailers across Canada using a wireless mobile device with scanning capability and follow the on-screen instructions. Once a participant is registered, he/she will receive 200 points which equals to one (1) entry into the Grand Prize draw. **BONUS ENTRIES:** For additional Bonus entries, a participant may choose a hockey game on hockey game days (a “Match”) to make his/her predictions on. Each participant will be given a total of twelve (12) questions and a participant must provide their answer to each question. Limit: one (1) participation per person/mobile phone number per game and game night, and seven (7) participations per person/mobile phone number per week. For greater certainty and to avoid any doubt, you may only use one (1) mobile phone number to participate in the Contest.

The Organizer/Sponsor assumes no responsibility for the cancellation, delay, suspension or postponement of a Match. In the event of the cancellation of a Match, points awarded in connection with this Match will

be forfeited. Each entrant acknowledges that the conduct of the Match is beyond the control of the Organizer/Sponsor.

The entrants must submit each Entry personally. Entries will be deemed to have been submitted by the Authorized Email Account Holder. “**Authorized Email Account Holder**” of an email address means the physical person to whom the email address has been assigned by the Internet access provider, online service provider or other company responsible for the assignment of the e-mail address account. The eligible winner of a Prize (as such term is defined below) may be required to provide proof of being the Authorized Email Account Holder of the email account associated with the email address. By submitting an email address, you represent and warrant that you are the Authorized Email Account Holder. You will be liable to the Sponsor for all damages and other losses suffered by it as a result of your submission of any email address for which you are not the Authorized Email Account Holder. The Sponsor reserves the right to: (i) request, at any time, from any entrant, documents proving that they are the Authorized Email Account Holder; and (ii) suspend any entrant, at any time, until such evidence can be provided.

Any attempt by an entrant to obtain more than the specified number of Entries, by using multiple or different email addresses, identities, or any other method will result in the cancellation of that entrant's Entries, and that entrant may be disqualified at the Sponsor/Organizer's sole discretion. Use of any automated system (including, but not limited to, Entries submitted by means of robots, scripts, macro commands or other automated service) to enter the Contest is prohibited and will result in the entrant's disqualification.

6. **PRIZES:** The following Prizes are available to be won:

(1) **Weekly Prizes:** The following weekly prizes (each a “**Weekly Prize**” and collectively, the “**Weekly Prizes**”) are available to be won during the Contest Period (as such term is defined below) in accordance with section 7(1) below:

Weekly Prizes	Approximate Retail Value in CAD (each)	Total Number# of Weekly Prizes to be awarded
Sporting Goods Gift cards	\$300.00	12
Sporting Goods Gift cards	\$100.00	26
Sporting Goods Gift cards	\$50.00	26

The odds of winning a Weekly Prize depends on the number of eligible entries received during the prior Week of the Contest. Weekly Prizes will be awarded on a random basis. Winners may not request a specific Prize. The number of Weekly Prizes available to be won will diminish as Prizes are claimed throughout the Contest. Limit: one (1) Weekly Prize per household.

Sporting Goods Gift Card(s) will be delivered to the winner via text message within 24-48 hours.

(2) **Monthly Prizes:** The following Monthly Prizes are available to be won during the Contest Period:

Monthly Prizes	Approximate Retail Value in CAD (each)	Total Number of Monthly Prizes to be awarded
Air Hockey Table	\$559.00	1

Molson Canadian Retro fridge	\$325.00	4
Molson Canadian Retro cooler	\$170.00	10
Video Game bundle (Console, Controller and 2025 hockey game)	\$920.00	5
Game Tickets (One pair of tickets)	\$400.00	13

Monthly Prizes will be awarded on a random basis. Winners may not request a specific Prize. The number of Monthly Prizes available to be won will diminish as Prizes are claimed throughout the Contest. All Monthly Prizes will be delivered to the winner's residence within six (6) to eight (8) weeks of being declared a winner. Monthly Prize items may not be exactly as shown in promotional materials.

(3) **Grand Prize:** There is one (1) grand prize (the "Grand Prize") available to be won. The Grand Prize consists of one (1) Molson hockey experience to attend a 2026-2027 regular season hockey game for two (2) in a city in Canada of winner's choice from a predetermined list provided by Sponsor. Winner will be provided a list of cities and games to choose from within Canada. Specifically, the Grand Prize includes: (i) two (2) round-trip economy class airline tickets or two (2) round-trip economy class train tickets or shuttle tickets (depending on the distance between the winner's residence and the event location) departing from the major Canadian airport, train station, or shuttle station closest to the winner's residence to the selected city (each, a "Trip"); (ii) one (1) night of standard hotel accommodation (double occupancy); (iii) two (2) tickets to a regular season hockey game in 2026-2027 in the city selected by winner (the "Event"). Once the itinerary has been finalized between the winner and Sponsor, no changes can be made unless approved by Sponsor. The approximate value of a Grand Prize is \$5,000.00 CAD (based on sample Toronto departure). The actual value of the Grand Prize will depend on location of winner's residence to the selected city. Winner is not entitled to any monetary difference between the actual and stated value, if any.

The Grand Prize winner and his/her guest shall be responsible for all costs or expenses not specifically described above as included in the Grand Prize, including, but not limited to, ground transportation to and from the winner's residence and the departure airport, train, or shuttle station, any additional transportation, travel and/or medical insurance, meals, beverages, tips, taxes, airport improvement fees, and all incidental and personal expenses. The Grand Prize winner will need to use a credit card upon hotel check-in to cover any incidental charges not specified as included in the Grand Prize. Grand Prize winner and their guest must travel together from the same airport at the required times and dates; otherwise, the Grand Prize will be forfeited. All travel arrangements, accommodations, and the scheduled Event will be organized by Sponsor in its sole discretion. Grand Prize winner and his/her guest must follow all instructions given by the Sponsor and/or Event organizers; failure to do so may result in termination of their participation, or continued participation, in the Grand Prize and/or Event.

It is the sole responsibility of the Grand Prize winner and his/her guest to obtain all required travel documents, including a valid passport (or visa, if applicable). The Grand Prize winner's guest must be nineteen (19) years of age or older, and the Grand Prize winner and his/her guest must not have any legal restrictions which would prevent them from travelling or otherwise participating in the Trip(s). Grand Prize winner and his/her guest will not be allowed to enter any authorized area unless they can present valid identification to verify proof of legal drinking age (19 years or older) in the applicable province.

The Weekly, Monthly Prizes and the Grand Prizes are each a “Prize” and collectively, the “Prizes.”

Prizes are not transferable or assignable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor’s sole discretion. Sponsor reserves the right, in its sole discretion to substitute a Prize of equivalent monetary value, if a Prize or any part of the Prize, cannot be awarded as described for any reason. The Releasees (as defined below) will not be responsible, however, if weather conditions, Event cancellations, or other factors beyond Sponsor’s reasonable control prevent a Prize or any part of a Prize from being fulfilled. In any such event, winner will not be provided with a substitute Prize or cash equivalent. Prizes will only be released to the verified winners.

7. SELECTION AND NOTIFICATION: For the purposes of this Contest, a “Day” shall mean a calendar day that begins at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET and a “Week” shall begin on Monday at 12:00:00 a.m. ET and end on Sunday at 11:59:59 p.m. ET.

(1) Weekly Prizes Draws: Beginning on Monday, October 13th, 2025, and continuing every week thereafter until June 30, 2026, seventy-seven (77) entries will be randomly drawn from among all eligible entries received during the prior Week except for last week, whereby all remaining 77 Weekly Prizes will be drawn. The Weekly Prize Draws will be initiated by a Contest administrator (human) and processed by an algorithm (computer program) that simulates a random draw (a “Random Draw”). Any attempt to manipulate or tamper with the winner selection system or the database of entries will result in disqualification and possible criminal prosecution. Unselected entries for a particular Week will roll over into subsequent Weekly Prize Draws.

(2) Monthly Prize Draws: There will be fifteen (15) monthly draws beginning on October 31st, 2025 and continuing thereafter until June 30th, 2026, fifteen (15) entries will be randomly drawn from among all eligible entries received during the prior Month except for last month, whereby all remaining 15 Monthly Prizes will be drawn. A “Month” is defined as all entries received by 11:59:59 pm (ET) on the 30th of each subsequent month up until June 30th, 2026. The odds of winning a Monthly Prize will depend on the total number of eligible entries received during the previous month. Unselected entries for a particular Month will roll over into subsequent Weekly and Monthly prize draws.

(3) Grand Prize Draw: On or about July 1st, 2026, one (1) random draw for the Grand Prize will be conducted from among all eligible entries received throughout the Contest. The odds of winning the Grand Prize will depend on the total amount of eligible entries received throughout the Contest.

The Sponsor/Organizer or its designated representative will make up to three (3) attempts to contact the selected entrants by email to the email submitted at the time of entry within five (5) business days following any draw. If the selected entrant: (i) cannot be contacted within three (3) attempts or five (5) business days of being selected (whichever occurs first); or (ii) there is a return of any notification as undeliverable, then the selected entrant will be disqualified and if time permits an alternate entrant may be randomly selected from among the remaining eligible entries received.

8. PRIZE AWARDING CONDITIONS : To be declared a winner and be awarded a Weekly, Monthly or Grand Prize, the selected entrant must: (i) respond to the selection notification within the time period described above; (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question administered at a mutually agreed upon time; and (iii) otherwise comply with these Rules. As a condition of being declared a winner, the selected entrant may

also be required to do any or all of the following: (i) supply proof of age consisting of a legible photocopy of either a provincially issued driver's license or other government-issued identification; (ii) supply proof of address consisting of a legible photocopy of either a provincially issued driver's license or other government issued identification, (iii) supply proof that they are the Authorized Email Account Holder associated with the selected email address, and (iv) sign and return the Organizer's Declaration and Release Form (the "**Release Form**"). The Release Form (among other things): (i) confirms compliance with these Rules and acceptance of the applicable Prize as awarded without substitution; (ii) releases the Sponsor/Organizer, and each of its respective affiliated and related companies, the prize suppliers, advertising and promotional agencies and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns from any liability in connection with this Contest, the selected entrant's participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iii) confirms that the winner agrees to the publication, reproduction and/or other use of his/her 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 the Organizer in any manner whatsoever, including print, broadcast or the Internet. Grand Prize winner's guest must also sign and return a Release form. The Release Form must be received by the Sponsor within the time-period indicated on the Release Form. The Sponsor and its agents assume no responsibility for lost, stolen, delayed, illegible, damaged, misdirected, late, or otherwise void Release Forms.

Declining the Prize, failing to correctly answer the mathematical skill-testing question, failing to return the properly executed Release Form within the time period indicated on the Release Form or otherwise failing to comply with these Rules will cause the Prize to be forfeited and Sponsor reserves the right if time permitting to select an alternate eligible entrant in accordance with the process for the applicable Prize, as described above.

In most cases, Prizes will be delivered to winners at the address submitted in the Release Form within six (6) to eight (8) weeks of receiving their correctly completed documentation. Sponsor is not responsible for contacting or forwarding Prizes to winners who leave unclear or incomplete information or for Prizes lost, misdirected, delayed or destroyed while in transit.

9. LIMITATION OF LIABILITY AND DISCLAIMER: By entering the Contest, entrants agree to release and hold harmless the Organizer/the Sponsor, and its subsidiaries or related companies, advertising agencies, licensees, franchisees, partners, retailers, distributors and all other Contest-related parties and their respective officers, directors, shareholders, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**"), against any claim, cause of action, or liability, including, but not limited to, any injury or death, or any damage or loss to property, arising from entering the Contest or misuse of a Prize.

Without limiting the generality of the foregoing, the Released Parties shall not be liable for: (1) any incomplete or inaccurate information attributable to entrants or to any error related to the programming of the Contest; (2) any technical failures of any kind whatsoever, including but not limited to hardware or software errors; faulty computers; any failures, inaccessibility to the Contest website, in whole or in part, for any reason whatsoever; service interruptions or disconnections of Internet networks or telephone lines; garbled, inconsistent or erroneous data transmissions; failure of any online transmission to be sent or received; (3) unauthorized human intervention at any stage of the Contest registration or entry process; (4) any technical or human error that may occur while running the Contest or processing entries; or (5) any damage or injury suffered by persons, or any property damage resulting from entering the Contest or from the acceptance, use, implementation or misuse of a Prize. If, for any reason, an entrant's entry is confirmed

to have been erroneously deleted, lost, or otherwise destroyed or corrupted, then the entrant's sole remedy is to seek another entry in the Contest, where possible.

10. PERSONAL INFORMATION: By entering this Contest, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Contest, including, but not limited to, for the purpose of receiving one or more messages, whether electronic or not, from the Sponsor or its designated representative, which may provide entrants with information regarding the Contest or otherwise further the administration of the Contest. The entrant will be deemed to have solicited these messages from the Sponsor by virtue of entering the Contest. By accepting any Prize, the winners consent to the collection, use and disclosure to the public of their names, addresses (city, province/territory), voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or formats, including but not limited to the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent. 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.

To learn more about the Sponsor's practices regarding the management of personal information, please consult the Sponsor's privacy policy at: <https://www.molsoncoors.com/privacy-policy>.

11. RIGHT TO MODIFY, CANCEL, SUSPEND, TERMINATE. Sponsor and its authorized representatives reserve the right, at their sole discretion, and without notice, to cancel, suspend or modify the Contest, in whole or in part, or the entrants' eligibility for any reason whatsoever, including, but not limited to, printing errors, administrative errors, viruses, bugs, unauthorized human intervention, tampering, fraud, equipment failure, security breach or other causes that corrupt or affect the administration, security, fairness or proper conduct of the Contest.

In the event of the postponement or cancellation of the regular season or one or more Matches, the Sponsor and its authorized representatives reserve the right, at their sole discretion, to cancel, suspend or modify the Contest, in whole or in part.

12. GENERAL CONDITIONS: All decisions of the Sponsor, or any contest judging organization as designated by them, are final and binding without right of appeal in all matters relating to this Contest and by entering this Contest, all entrants agree to be bound by these Official Contest Rules. The Releasees will not be responsible for illegible, incomplete, lost, postage-due, misdirected, affected by technical failures, errors or late PIN entries which will be void. Any use of automated devices is prohibited. All PIN entries become the property of Sponsor and will not be acknowledged or returned. No correspondence will be entered into except with selected entrants (or any other entrant(s) as deemed necessary by the Sponsor). Contest is subject to all applicable federal, provincial and municipal laws. In the event of a dispute regarding who submitted an entry, the entry will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. An entrant may be required to provide Sponsor with proof (in a form acceptable to the Sponsor – including, without limitation, government-issued photo identification) that he/she is the authorized account holder of the e-mail address associated with the entry in question.

Sponsor reserves the right at its sole discretion to disqualify, from this Contest and any future Contest or other promotion conducted by Sponsor, any individual that it finds or believes to be not in compliance

with these Official Contest Rules; to be tampering with the entry process or the operation of the Contest or Contest Website; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Subject only to applicable law and any required regulatory approval, the Sponsor reserves the right and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Official Contest Rules, to the extent necessary, for purposes of verifying compliance by any entrant or entry with these Official Contest Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor affects the proper administration of the Contest as contemplated in these Official Contest Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Contest Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these English Official Contest Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

13. LIQUOR AUTHORITIES: The provincial liquor authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever with regards to any matter relating to this Contest.