



OFFICIAL RULES

The Cutest Contest Redeem your points WIN 50,000 Cuddle points

CONTEST PERIOD

The "Cutest Contest -Redeem your points, WIN 50,000 Cuddle points" contest (the "Contest") is held by J.E. Mondou Ltée, whose head office is located at 11200 Renaude-Lapointe Street, Anjou (Quebec) H1J 2V7 (the "Organizer"). The Contest begins at 9:00 a.m. (ET) on January 1, 2026 and ends at 11:59 p.m. (ET) on January 14, 2026. ("Contest Period").

No entries will be accepted outside of the Contest Period.

ADMISSIBILITY

The Contest is open to any "natural" person 18 years of age or older residing in the province of Quebec who is a member of the Cuddle Club. Excluded are members of the judging panel, employees, agents and representatives of the Organizer, any corporation, trust or other legal entity controlled by or related to the Contest, its advertising and promotional agencies related to the Contest, its suppliers of prizes, materials and services related to the Contest, as well as members of their immediate families (brothers, sisters, children, father, mother), their legal or common-law spouse and all "natural" persons with whom these employees, representatives and agents are domiciled.

For the purposes of these rules, the participant is the "natural" person whose name is indicated in the profile associated with the Cuddle account. To be declared a winner, the selected "natural" person must have complied with these rules, sign and return to the Organizer a Declaration and Release Form (hereinafter the "Release Form") and correctly answer a mathematical skill-testing question found on the Release Form 2. Failure to comply with the conditions listed in these rules may result in the disqualification of the participant.

HOW TO PARTICIPATE

To participate, redeem your Cuddle Program points (the "Points") associated with your Account (the "Account") to pay for one or more product purchases at one of the MONDOU stores or at the MONDOU.COM.

Participation is automatic with each use of Cuddle Points (no minimum required). Purchases made through the Auto-Delivery program are excluded, as it is not possible to use Cuddle Points for these transactions.

The Cuddle member customer must make a separate purchase from the "Auto-Delivery" program in order to use their points to participate or according to section 3.1 Participation without purchase. The Cuddle member customer must redeem all or part of their points to pay their bill (in whole or in part) and thus be automatically eligible to win the contest prize in the form of a point value credited to a Cuddle account.

This point value is an estimated amount of one thousand dollars (\$1000) that the winner will be able to redeem for eligible products in accordance with the terms and conditions of the contest. Each daily redemption of points gives a new participation.

DRAUGHT

The prize draw will be held at 9:00 a.m. (ET) on January 15 at 11200 Renaude-Lapointe Street in Montreal, Quebec H1J 2V7. The odds of winning depend on the number of participants. During the draw, an eligible entry will be selected from all points redemptions during the Contest Period. The odds of being selected for a prize depend on the number of eligible entries during the Contest Period."

WINNER SELECTION AND CONTACT OF THE PERSON

Once the winner has been selected, the Organizer will contact the participant concerned to inform him or her by phone or email, according to the contact information available in the profile of the selected Cuddle customer member. Only the Chosen Person will be contacted. No prize will be awarded unless the winner has been confirmed.

PRICE

One (1) grand prize winner will receive: A total of 50 000 bonus points from the Cuddle Program (for a total value of \$1000.)

The following conditions apply:

Bonus points from the Cuddle Program are non-negotiable, non-redeemable for cash and have no cash value; non-redeemable. They cannot be split, transferred, shared or assigned to another account or a second cardholder on the same account; they cannot be used to purchase Mondou gift cards; Eligible products redeemable for bonus points of the Hug Program may not be resold, exchanged, transferred, or shared with a third party under any circumstances;

Bonus Cuddle Program points must be redeemed in accordance with the Program Terms and Conditions set out in <https://www.mondou.com/fr-CA/programme-mondou-calin/modalites-et-conditions-du-programme-calin-cptc.html> (Cuddle Club Rewards Program Terms and Conditions).

Approximative total value of the prize is \$1000.

AWARDING OF PRIZES

The odds of winning depend on the number of eligible entries registered during the Contest Period in accordance with these Rules. In order for a Selected Person to be declared a winner (a "Confirmed Winner"), he/she must:

- a. Correctly complete, sign and return to the Organizer a prize acceptance, declaration and release form, which will be sent to the Organizer by email or mail, which is not modified, illegible, incomplete or mutilated, within two (2) days of the original communication;
- b. If necessary, provide a copy of an official photo ID (such as a driver's license, health insurance card or passport) to validate the winner's age;
- c. Correctly complete, sign and return to the Organizer a prize acceptance, declaration and release form, which will be sent to the Organizer by email or mail, which is not modified, illegible, incomplete or mutilated, within two (2) days of the original communication;
- d. and Comply with the conditions set out in these rules.

If a Confirmed Winner fails to comply with any of the conditions set out in these Rules, he/she will be automatically disqualified and will not be eligible to receive any prize. In this case, the Contest Organizer will randomly select another person from among the participants who must also comply with the requirements of these rules.

The Confirmed Winner will be contacted by phone or email and must indicate his or her intention to receive the prize on the same day, failing which another person will be contacted until a winner is declared. In the event that it is impossible, difficult or more expensive for the Organizer to award a prize as described in these rules, the Organizer reserves the right to award a prize of the same nature and equivalent value or, at its sole discretion, the monetary value of the prize indicated in these rules.

The announcement of the confirmed Winner will be made once the winner is reached and confirmed within a reasonable time following the draw.

GENERAL CONDITIONS

- a. By participating in the Contest or attempting to participate in it, each participant accepts the terms and conditions of these rules, agrees to comply with them and acknowledges being bound by them and all decisions of the Organizer in relation to any aspect of the Contest.
- b. To the extent permitted by law, each entrant releases the Organizer, any company, trust or other legal entity controlled by or related to the Organizer, its advertising and promotional agencies, employees, agents and representatives, from any and all liability for any damages or claims that the entrant may suffer as a result of participating or attempting to participate in the Contest, or acceptance and use of the prize or goods acquired with such prize.
- c. Prizes must be accepted as awarded and may not be transferred, in whole or in part, to another person, substituted for another prize or exchanged for cash. This includes any product that qualifies and can be exchanged for bonus points from the Cuddle Program and may not be resold, exchanged, transferred, or shared with a third party under any circumstances under penalty of sanction up to and including revocation of the prize.
- d. Without limiting the foregoing disclaimer, the Organizer, any company, trust or other legal entity controlled by or related to the Organizer, its advertising and promotional agencies, employees, agents and representatives, shall not be liable for the malfunction of any computer component, software or communication line, in connection with the loss or absence of network communications or in connection with any transmissions that are faulty, incomplete, incomprehensible or erased by any computer or network, and which may limit or prevent any person from participating in the Contest.
- e. The foregoing also disclaims any liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any Internet page or any software or other and by the transmission of any information relating to

participation in the Contest. The Organizer does not guarantee in any way that the Contest publications on social networks will be accessible or functional without interruption during the Contest Period or that it will be free of any error. The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend, in whole or in part, the Contest in the event of an event or any human intervention that may alter or influence the administration, security, impartiality or conduct of the Contest as provided for in these Rules.

- f. Under no circumstances shall the Organizer be required to award more prizes or to award a prize other than in accordance with these rules. Any related costs that may arise from obtaining a prize are the sole responsibility of the confirmed Winner. Any false declaration on the part of a Participant automatically results in his or her disqualification from the Competition. The Sponsor reserves the right, in its sole discretion, to exclude from the Contest any person who is guilty or suspected of tampering with the operation of the Contest, violating these Contest Rules or acting in an unfair manner or in a manner that is injurious or intends, annoys, torments, threatens or harasses another person.
- g. The participant or any other person who deliberately attempts to undermine the legitimate operation of the Contest commits a fault and the Organizer reserves the right, in such case, to demand from such person all damages that it is entitled to require by law.
- h. By taking part in this Contest, all participants expressly consent to the Organizer and its agents using, acting reasonably for the sole purpose of organizing and administering the Contest, their personal data collected as part of their membership of the Cuddle Club. This consent is given without compensation and may be withdrawn at any time by contacting the Organizer at the address indicated in the Privacy Policy. The Selected Person must, before the prize is awarded, sign a declaration and release form to this effect. The Organizer will, however, collect non-personally identifiable data about participants when they enter and register for the Contest.
- i. No communication, commercial or otherwise, unrelated to the Contest will be sent to the entrant unless the entrant has expressly consented to it. Any decision of the Organizer or its representatives relating to the Contest is final and without appeal.
- j. The Contest is subject to the laws of Canada and the Province of Quebec. In the event of any discrepancies between the English and French versions of these by-laws, the French version shall prevail.