

Coca-Cola Canada x FIFA World Cup 26™ Contest (the “Contest”)

COMPLETE CONTEST RULES (the “Rules”)

HOW TO ENTER

1. The Contest opens at 12:00:00 a.m. Eastern Time (“ET”) on June 1, 2026 and ends at 11:59:59 p.m. ET on July 19, 2026 (the “Contest Period”). To be eligible for a chance to win a Prize (as defined below):

- a. Participants must order a Coca-Cola® beverage and scan the Contest QR code card provided by their server at any participating Canadian Brewhouse location in Canada (each, a “Participating Retailer”) during the Contest Period. Upon scanning the QR code, participants must follow the on-screen instructions to submit the required information. Limit of one (1) entry per person per calendar day, based on local time. Any personal information submitted will be used solely for contest administration in accordance with the Sponsor’s privacy practices, unless otherwise specifically stated in these Rules. Entries are automatic upon completion of all required steps; no separate entry form is required.
- b. NO PURCHASE NECESSARY. To receive an entry without making a purchase, participants must mail a handwritten original essay of approximately 200 words on the topic “Your Love For Soccer”, along with their full name, mailing address, telephone number, and email address to: 3851 23 St NE, Calgary, AB T2E 6T2, postmarked during the Contest Period and received no later than July 19, 2026. Each valid no-purchase entry will receive one (1) entry into the Prize draw. Limit of one (1) no-purchase entry per stamped outer envelope per person per calendar day. Multiple no-purchase entries received from the same participant for the same calendar day will void all but the first such entry.

ODDS

2. The odds of winning determined by total number of valid entries received.

PRIZE DESCRIPTION

3. Fifteen (15) prizes available to be won (each, a “Prize” and collectively, the “Prize”), consisting of four (4) pairs of FIFA World Cup 26™ tickets (ARV: \$500/per ticket CAD), ten (10) Coca-Cola FIFA World Cup 26™ mini fridges (ARV: \$162.59 CAD) and one (1) Official Match Ball of FIFA World Cup 26™ TRIONDA (ARV: \$1,075 CAD) (Total Prize ARV: \$42,700 CAD). All costs and expenses not specifically paid for as part of the prize, including but not limited to any travel, meals and accommodation, are the winner’s sole responsibility.

GENERAL

4. The Sponsor will conduct multiple random draws during the Contest Period to select eligible entrants for each of the Prizes described in Section 3 (each, a “Draw” and collectively, the “Draws”). Each Draw will award only the Prize(s) allocated to that Draw (each prize grouping, a “Prize Group”). The Sponsor will conduct the Draws on the following dates (each, a “Draw Date”) (or such other date as selected by the Sponsor in its sole discretion, subject to applicable law and any required approvals).

Draw Schedule / Prize Groups:

- (a) Wave 1 – Match Ticket Draws (awarded early due to ticket timing):
 - Draw 1: Ten (10) tickets for the June 24 match (5 winners)
- (b) Wave 2 – During Tournament:
 - Draw 2: Ten (10) winners, each receiving one (1) mini fridge
- (c) Final Prize – End of Tournament:
 - Draw 3: One (1) winner, receiving one (1) match ball

Each eligible entry received during the Contest Period will be included in the Draw(s) for which it is eligible based on the applicable Prize Group timing as disclosed above. An entrant who is selected and confirmed as a winner may, at the Sponsor’s sole discretion, be ineligible to win additional Prize Groups.

5. The entrant eligible to receive a Prize will be notified by email (as provided on the entry form) within 24 hours of the Draw Date for the applicable Prize Group. If the entrant does not respond within 3 business days another eligible entrant’s name will be drawn for the Prize Group. If the alternate does not claim the Prize within 48 hours, the Prize will not be awarded.

6. The Contest is conducted by Coca-Cola Canada Bottling Limited (the “Sponsor”) and is open only to residents of Canada, who are at least the age of majority in their province/territory of residence but excludes the employees (including persons with whom they are domiciled) of Sponsor, Coca-Cola Ltd., and associated groups, the Participating Retailer in which the Contest was held, if applicable, their affiliates, licensors, associates and authorized bottlers and distributors of Coca-Cola® products, and their respective advertising and promotional agencies, and the Contest judges, as applicable. Submissions through groups and/or charities will not be accepted.

7. None of Sponsor, Coca-Cola Ltd., their affiliates, licensors, associates and authorized bottlers and distributors of Coca-Cola® products, or their respective directors, officers, shareholders, partners, employees, agents or representatives (“Releasees”), or affiliated Partners (The Canadian Brewhouse, Diageo plc., FIFA World Cup 26™), shall be responsible in any way for the use of or bear any liability whatsoever in any way attributable to the Prize awarded in the Contest.

8. All entry forms become the property of Sponsor, for any and all purposes, and will not be returned. None of the Releasees will be responsible for entry forms delayed, stolen, misdirected, lost or destroyed or for any problems or technical malfunction during the Contest Period. The Sponsor is not responsible for any errors or omissions with respect to the printing or advertising of the Contest and reserves the right to withdraw, amend or cancel the Contest in the event of a printing, administrative or other error. In the event, due to a printing, manufacturing, mechanical or other error, more prizes are claimed than are intended to be awarded according to the Rules, prizes will stop being awarded when the Sponsor becomes aware of an error respecting the number of prizes and the Sponsor reserves the right, in its sole and absolute discretion, to conduct a random draw from amongst all eligible entrants to award the advertised prizes. In no event will the Sponsor be liable for more than the stated number of prizes contained in the Rules.

9. The Prize winner will be required to sign a declaration confirming understanding, compliance with and acceptance of the Rules and acceptance of the Prize and a release of all liability satisfactory to Sponsor before being declared the winner.

10. Sponsor retains the right, in its absolute discretion, to make substitutions of equivalent kind or value in the event of the unavailability of any component of the Prize for any reason whatsoever. The Prize is not transferable and must be accepted as awarded. No cash surrender value.

11. The Contest is subject to all applicable laws and shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein. Decisions of Sponsor are final with respect to all aspects of the Contest.

12. Sponsor reserves the right at its sole discretion to withdraw, suspend or terminate this Contest, in whole or in part, or modify it in any way, at any time without prior notice.

13. The Sponsor accepts no responsibility for loss, damage or claims caused by the Prize or Contest. By entering, entrant releases and holds harmless the Releasees and all of their respective directors, officers, shareholders, partners, employees, agents, successors and assigns (collectively, the “Contest Entities”) from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or any Prize. Without limiting the release of liability provisions herein, and for greater certainty, the Contest Entities will not be liable for: a) any incorrect or inaccurate information by any equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of entries in the Contest; b) any error, omission, interruption, deletion, defect or delay in any transmission in connection with the Contest; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of email which may occur for any reason whatsoever, including technical problems; or e) death, injury or damage to persons or property which may be caused or result from, directly or indirectly, in whole or in part, your participation in the contest or receipt, use or use of any Prize.

14. Except where prohibited, participation in the contest constitutes your consent for Sponsor and its designees to use your name, prize information, likeness, and place of residence for promotional purposes in any media without further consideration. Winner

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names and contact information may also be shared with Participating Retailers in order to administer the Contest.

15. The Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest, and to ban that individual from any future promotion of the Sponsor, if the Sponsor finds or believes such individual to be tampering with the entry process or the operation of the Contest; to be acting in violation of the Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsor, the Sponsor's agencies, other entrants or any other person. ANY ATTEMPT BY AN

ENTRANT OR ANY OTHER PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

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OFFICIAL SHORT RULES

*NO PURCHASE NECESSARY. Contest opens on June 1, 2026 at 12:00 am ET and ends on July 19, 2026 at 11:59:59 pm ET. To enter, scan the QR code on display at any The Canadian Brewhouse location during the Contest Period. Limit one (1) entry per person per day. . Fifteen (15) prizes available to be won (collectively, the “Prize”), consisting of four (4) pairs of FIFA World Cup 26™ tickets (ARV: \$500/per ticket CAD), ten (10) Coca-Cola FIFA World Cup 26™ mini fridges (ARV: \$162.59 CAD) and one (1) Official Match Ball of FIFA World Cup 26™ TRIONDA (ARV: \$1,075 CAD) (Total Prize ARV: \$42,700 CAD). https://cocacolacontest.ca/GAMETIME_FIFA/index.php?media=96 Participation subject to Coca-Cola Canada Bottling’s Privacy: <http://www.CokeCanada.com/privacy-policy>. Skill-testing question required. Odds of winning determined by total number of valid entries received. The trademarks that appear are the property of their respective trademark owners.