



« TWENTY-FIFTH ANNIVERSARY » Contest (the “Contest”)

OFFICIAL CONTEST RULES AND REGULATIONS (“Rules and Regulations”)

MTY FRANCHISING INC. (“Allo Mon Coco”)

1. Contest Period:

The Contest begins at 12:00:01 a.m. Eastern Time on August 1, 2026, and ends at 11:59:59 p.m. Eastern Time on September 30, 2026 (the “**Contest Period**”).

2. Eligibility:

To enter and be eligible, a participant must be a resident of Quebec or Ontario who has reached the legal age of majority at the moment of entry. Despite the foregoing, franchisees, employees, officers, shareholders, directors, representatives, mandataries, and agents (including their immediate family members and members of the same household) of Allo Mon Coco and those of its affiliated companies, subsidiaries, vendors, suppliers, distributors, service providers, and advertising and promotion agencies (collectively, the “**Related Parties**”) are not eligible to enter or participate in the Contest.

By participating in the Contest, each participant agrees to be bound by these Rules and Regulations. Participants further agree to abide by and be bound by all decisions of Allo Mon Coco in respect of the Contest. All such decisions shall be final and binding upon those choosing to participate in the Contest.

3. How to Enter:

No purchase is necessary to enter or win. A purchase does not increase the odds of winning.

The Contest will be held at all forty-eight (48) Allo Mon Coco locations across Quebec and Ontario (the “**Participating Location(s)**”).

Participation – To participate, please scan the QR code displayed on the Contest posters located in the Participating Locations using a compatible mobile device, then follow the on-screen instructions to complete and submit the entry form.

To submit a valid entry, participants must provide their first name, last name, email address, and phone number, the invoice number from an invoice issued by a Participating Location and confirm their agreement with these official Rules and Regulations.

Participants must also provide a picture, video, or a text-based message showcasing their appreciation and love for Allo Mon Coco.

Once submitted, an entry form cannot be deleted, cancelled, or modified. Any entry that is incomplete, lost, does not comply with these Rules and Regulations, or is received after the Contest Period has ended will be automatically disqualified.

No-purchase entry – To participate without purchase, hand-write a legible and original letter of at least one hundred (100) words explaining what makes you passionate about Allo Mon Coco and which location is your favourite (for greater certainty, the participant must personally complete the essay and must not copy their essay from any third party, including any generative AI chatbot, or any part thereof, nor submit that same essay, or any part thereof, more than once). The letter shall contain your full name, phone number, full address (including postal code) and email address and shall be mailed to 8210 Route Transcanadienne, Montreal (Saint-Laurent borough), Quebec, H4S 1M5. Your letter will be validated by a representative of Allo Mon Coco and you will receive a participation form by mail at the listed address.

Limit of one (1) entry form per person during the Contest Period. Any excess submissions will be invalid for the purposes of the draw.

Any person entering this Contest or attempting to do so in a manner that is unfair to other participants, contrary to the Rules and Regulations or unlawful will be automatically disqualified and may be subject to any legal proceedings.

4. Odds:

One (1) random draw will be conducted to select one (1) winner from all eligible entries received during the Contest Period. All eligible entries will have an equal chance of winning.

5. Prize:

The selected participant will be eligible to receive the following one (1) prize only (the “**Prize**”):

- a) One (1) lot of twenty-five Allo Mon Coco physical gift cards, each having an individual value of twenty-five dollars (\$25.00), for a total retail value of six hundred twenty-five dollars (\$625.00).

The Prize must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise. Allo Mon Coco will not replace any lost or stolen Prize. Any other costs, taxes or other expenses associated with the Prize not specified herein will be the responsibility of the recipient of the Prize.

In no event shall Allo Mon Coco be required to award more prizes than indicated in the Rules and Regulations or to award other prizes than the one defined herein.

The Prize is subject to the terms and conditions of use set by the Prize provider. Additional restrictions may apply. No warranties other than those provided by the manufacturer or the Prize provider will apply. Allo Mon Coco assumes no responsibility for the Prize once it has been awarded.

All costs and expenses not expressly included as part of the Prize are the sole responsibility of the winner. These may include, but are not limited to, all costs and expenses not covered by a portion of, or the totality of the Prize.

If any portion of the Prize is not used, no compensation will be provided.

Allo Mon Coco shall not be responsible if weather conditions, event cancellations, labor disputes, or other factors beyond its control prevent the full awarding or enjoyment of the Prize. In such cases, the winner will not be entitled to any replacement prize or cash equivalent.

Allo Mon Coco will not be liable for any claims, losses, damages, costs, or expenses arising from any accident, injury, or death.

Subject to the approval of the *Régie des alcools, des courses et des jeux* in Quebec (the “**RACJ**”), Allo Mon Coco reserves the right to substitute the Prize with another of equal or greater value should the Prize become unavailable.

6. Draw & Delivery:

The draw will take place on October 9, 2026, at 11:00 a.m. Eastern Time (the “**Draw Date**”) from all eligible entries received during the Contest Period. The draw will be conducted at the offices of Allo Mon Coco located at 8210 Transcanada Road, Montreal (Saint-Laurent borough), Quebec, H4S 1M5. The selected participant will be contacted by phone or email within five (5) business days following the Draw Date.

If a selected participant cannot be contacted and/or redeem the Prize within the ten (10) business days following the Draw Date, they will be disqualified without compensation. In any case, Allo Mon Coco may, at its sole discretion, cancel the Prize or award it to an alternate participant by means of another draw among the other eligible entries until a participant is selected and declared a winner.

The Prize will be delivered to the winner by mail within four (4) weeks after the selected participant has fulfilled all Prize Claim Conditions (as defined below).

Allo Mon Coco cannot be held liable for any change made by a selected participant to their contact information or for any email that is undeliverable, not received or claimed by someone other than the selected participant due to failure of the winner to provide an accurate email address, or due to a selected participant's spam filter, firewall or email capacity. Additionally, an email with an “undeliverable message” shall result in the participant's disqualification.

7. Prize Claim Conditions:

To receive the Prize, the selected participant must fulfill the following requirements (the “**Prize Claim Conditions**”):

- a) meet the eligibility criteria and otherwise comply with these Rules and Regulations;
- b) correctly answer the following mathematical skill-testing question:

Multiply 8 x 10

Divide by 2

Add 5

Subtract 10
- c) have completed and signed the release form provided by Allo Mon Coco; and
- d) provide photo ID, upon request and in a timely manner.

Any selected participant who fails to meet the Prize Claim Conditions will be automatically disqualified and a new participant will be selected through the same aforementioned procedure.

A selected participant's refusal to accept the Prize under the terms of these Rules and Regulations releases Allo Mon Coco from any obligation related to awarding the Prize to said participant.

8. Cancellation, Modification or Termination:

Allo Mon Coco reserves the right, at its sole discretion, to cancel, modify, suspend or terminate the Contest, in whole or in part, in the event of human intervention or the occurrence of an event, such as a system problem related to the registration of all entries, likely to alter or affect the administration, impartiality, security or operation and administration of the Contest as provided for in these Rules and Regulations.

Should the Contest have to close, in whole or in part, before the end of the Contest Period, Allo Mon Coco may, at its sole discretion, proceed with one (1) or more random draws from among the eligible entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending the Contest.

9. Marketing Communications:

By providing their information via the submission of a registration form, each participant consents to receive commercial electronic messages (CEMs) from Allo Mon Coco. Participants will have the option of unsubscribing to such messages by replying STOP or clicking the unsubscribe link (where available) in one of Allo Mon Coco's messages.

10. Personal Information:

By participating in the Contest, each participant consents to the collection, use and disclosure of their personal information by Allo Mon Coco and/or its authorized agents for the purposes associated with the Contest and in accordance with applicable privacy laws. Personal information may be used by or shared amongst Allo Mon Coco and its subsidiaries or affiliates or shared by Allo Mon Coco with third parties in accordance with Allo Mon Coco's privacy policy available at <https://mtygroup.com/en/privacy-policy/>.

In accepting a prize, a winner authorizes Allo Mon Coco and its representatives to use, if need be, their name, address (city, province), voice, statements, photo, likeness and other representations and recordings for advertising purposes in all media including, but not limited to, the Internet, without further notice or compensation. Each participant may be required to sign a document to that effect.

11. Third Parties:

This Contest is in no way sponsored, endorsed, administered by, and is not associated with, Facebook, Instagram, X (formerly known as Twitter), TikTok or any other third-party website (the "**Third Parties**"). By participating in the Contest, all participants release the Third Parties from and against any claim, loss, damage, or cause of action arising out of (or related to) their participation in the Contest.

12. Releases:

Each participant releases and holds harmless the Related Parties, Allo Mon Coco, Participating Locations and the Third Parties (the "**Released Parties**") from any liability, loss, harm, costs, fees, expenses, claims, demands, actions, and causes of action arising directly or indirectly, in whole or in part, as a result of their: (i) participation in the Contest; (ii) acceptance, possession, use or misuse of the Prize; (iii) collection, use, and disclosure of their personal information; (iv) delivery delays, lost mail, or undeliverable shipments; (v) damage to persons or property; and (vi) late, misdirected, lost, illegible, or incomplete entries. In order to be declared a winner, the selected participant will have to sign a release form confirming their compliance with the Rules and Regulations and this release of liability in favour of the Released Parties.

13. Limitation of liability:

Without limiting the generality of the above release, the Released Parties disclaim any and all liability for any of the following: (i) any misprint (or other errors) found in the offer or documents regarding the administration of the Contest, including, but not limited to, errors in the promotion, official Rules and Regulations, announcement of the winner(s), awarding of the prize(s), or any malfunctioning of or problems or technical difficulties with any networks, phone lines, SMS systems, computer component, software or communications line, loss or lack of network communications, or any transmission that is faulty, incomplete, incomprehensible or erased by any computer, server or service provider or software, virus, bug, PC failure, software and hardware configuration, or failed transmission of any email or other communication to Allo Mon Coco or to a participant for whatever reason, including any network congestion or website crash that may limit a person's ability to participate in the Contest; (ii) late, lost, stolen, damaged, undelivered, improperly delivered, incomplete or inaccurate entries; (iii) failure to receive entries due to transmission problems or any other technical failure, including, but not limited to, the malfunctioning of any network, server, service provider, hardware or software, whether attributed to the sender or the recipient that may limit or prevent a person's participation in the Contest; (iv) any damages that may be caused, directly or indirectly, in whole or in part, notably to a participant's or another person's system or device, by any website, software or other download or by the transmission of any information concerning the Contest.

14. Disqualification:

Participants who do not comply with these Rules and Regulations may be excluded from this Contest and any future contests and promotions that Allo Mon Coco (or any other brand of MTY Franchising Inc. or its affiliates) may hold, including, but not limited to, any entrant guilty or suspected of: (i) tampering with materials, entry forms, entry processing or the Contest's conduct or any technical or mechanical element of the Contest, or (ii) deliberately damaging Contest-related websites, web pages or applications or of sabotaging the legitimate conduct of this Contest, or (iii) breaking these Rules and Regulations, or (iv) using means that do not comply with the Rules and Regulations or are unfair to other participants, or (v) having obtained entries exceeding the authorized limit provided in the Rules and Regulations, or (vi) having used several names, identities, email addresses and/or any automated system or program to enter or participate in the Contest, or (vii) having disrupted the conduct of the Contest in any other way, or (viii) acting unfairly or to adversely affect, annoy, abuse, threaten or harass another person. ANY ATTEMPT BY A PARTICIPANT OR OTHER PERSON TO DELIBERATELY DAMAGE A WEBSITE, EQUIPMENT, APPLICATION OR TECHNOLOGY USED FOR THE CONTEST OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST CONSTITUTES A BREACH OF CIVIL AND CRIMINAL LAWS. ALLO MON COCO RESERVES THE RIGHT, IN SUCH CASE, TO REPORT SAID PERSON TO THE AUTHORITIES AND DEMAND FROM SAID PERSON ALL DAMAGES ALLOWED BY LAW.

15. Website Operation:

Allo Mon Coco makes no guarantees that the Contest website will be accessible or operational without interruption during the Contest Period, or that it will be free of any errors.

16. Modification and Termination:

Allo Mon Coco reserves the right, in its sole discretion, subject only to the approval of the RACJ, if applicable, to modify, cancel or suspend this Contest should an event beyond its reasonable control corrupt the security or proper administration of the Contest. Allo Mon Coco, with the consent of the RACJ, if applicable, reserves the right to cancel, amend or suspend this Contest, or to amend these Rules and Regulations, in any way without prior notice or obligation, in the event of any accident,

printing, administrative, or other errors of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, Allo Mon Coco reserves the right, in its sole and absolute discretion, to administer an alternative skill-testing question as it deems appropriate based on the circumstances and/or to comply with applicable law.

17. Participant Identification:

For the purposes of these Rules and Regulations, the participant refers to the individual whose name is listed on the registration form. The Prize will be awarded to this person if they are selected and confirmed as the winner. In case of any dispute regarding the identity of the person who submitted the registration form, it shall be deemed that the entry for the Contest was made by the Account Holder associated with the email address provided at the time of submission. The term "**Account Holder**" refers to the person to whom an email address has been assigned by the Internet or online service provider, or by any other entity responsible for assigning email addresses within the domain linked to the provided email.

18. Ownership:

All information and documents related to the Contest, including but not limited to registration forms, declaration and release forms, technical, technological or operational information, and information relating to designs, computer systems, software, logos, trademarks, and any other intellectual property, are and shall remain the exclusive property of Allo Mon Coco. None of this information or these documents will be returned to any participant.

19. For Quebec Residents Only:

Any litigation respecting the conduct or organization of this Contest may be submitted to the RACJ for a ruling. Any litigation respecting the awarding of a Prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

20. Miscellaneous:

If a section of the Rules and Regulations is declared invalid or unenforceable by a court of competent jurisdiction, that section shall be considered invalid; all unaffected sections will remain valid.

21. Contest Rules and Regulations in French and English:

In the event of a conflict between the terms of the Rules and Regulations in French and the terms of the Rules and Regulations in English, the terms of the Contest rules in French shall prevail.

22. Governing Law:

The Contest is governed by the laws of the province of Quebec and the federal laws of Canada applicable therein. By entering the Contest, participants unconditionally agree to these Contest Rules and Regulations and the decisions of Allo Mon Coco, which are final and binding in all matters related to the Contest. To the extent permitted by law, each participant agrees that any judicial proceeding arising out of or related to the Contest shall take place in a provincial court located in Quebec.