

CONTEST "\$500 OF NAOIKI SUSHI TO BE WON!" (the "Contest")
OFFICIAL RULES (the "Rules")

1. Organizer

The Contest is organized by GROUPE MITO INC., having its head office at 4600 Molson Street, Montreal, Quebec, H1Y 0A3 (the "Organizer" or "Mito").

2. Contest Period

The Contest begins on September 28, 2026 at 12:01 a.m. (Eastern time) and ends on November 1st, 2026 at 11:59:59 p.m. (Eastern time) (the "Contest Period"). Any entry received or published outside the Contest Period will be rejected.

3. Eligibility

To be eligible, a person must reside in Quebec and have reached the age of majority at the time of entry.

Employees, officers, shareholders, directors, representatives, agents and mandataries of the Organizer, its affiliated and subsidiary companies, as well as of its suppliers, distributors, service providers and advertising and promotion agencies involved in the Contest (collectively, the "Affiliated Parties"), may not participate, nor may persons residing with them or members of their immediate family.

Also ineligible is any person who has entered into a paid or otherwise compensated collaboration agreement (including the provision of free products) with the Organizer, directly or through an agency, in connection with the Naoki brand during the Contest Period. Posts made under such an agreement do not constitute eligible entries.

By entering, each participant acknowledges having read and accepted these Rules and agrees to abide by the Organizer's decisions, which are final and without appeal.

4. How to Enter

No purchase is necessary to enter the Contest or to be declared a winner. A purchase does not increase the chances of winning. Two (2) methods of entry are offered.

A) Entry by posting

During the Contest Period, the participant must:

- take a photo or video featuring a Sushi Pop product from Naoki;
- post that photo or video in a post or story on Facebook or Instagram, from a public account;
- visibly tag Naoki's official account (@naokis.sushis) in the post or story.

B) No-purchase entry

To enter without making a purchase, the participant must handwrite an original text of at least one hundred (100) words describing what makes them a Naoki enthusiast. The text must be written by the participant themselves; it may not reproduce, in whole or in part, a text from a third party, nor be submitted more than once.

The text must be accompanied by the participant's handwritten signature, the date, their full name, telephone number, complete address (including postal code) and email address, and must be mailed to the following address: 4600 Molson Street, Montreal, Quebec, H1Y 0A3.

The mailing must be postmarked no later than November 1st, 2026. Entries that are insufficiently stamped, illegible, incomplete or received after the deadline will be rejected. After validation by a representative of the Organizer, one (1) entry will be registered in the participant's name.

5. Entry Limit

Each eligible post and each eligible mailed entry entitles the participant to one (1) entry. A limit of 1 entry per person applies for the entire Contest Period, across all methods of entry combined. A limit of 1 prize per person and per address applies. Any excess entries will be invalidated for the purposes of the draw.

Any person who enters or attempts to enter by a means contrary to these Rules, unfair to other participants, or illegal will be automatically disqualified.

6. Submitted Content

By posting a photo or video as part of the Contest, the participant represents and warrants that they are its author, that they hold all rights necessary in the content, and that they have obtained the consent of any person appearing in it (or of that person's parent or legal guardian, if a minor).

The content must not be defamatory, hateful, obscene, discriminatory or illegal, nor infringe the rights of a third party, including by reproducing the trademarks, works or products of a third party. The Organizer may, in its sole discretion and without notice, deem ineligible any entry that violates the foregoing.

By entering, the participant grants the Organizer a non-exclusive, royalty-free, worldwide licence for a period of 24 months to reproduce, publish, adapt and distribute the submitted content on its platforms and in its promotional communications, with credit to the participant's account, without further notice or compensation. The participant retains ownership of their content.

7. Prize

One (1) prize is offered (the "Prize"): one (1) METRO or PASQUIER gift card with a value of five hundred Canadian dollars (\$500 CAD). The total retail value of the prizes is \$500 CAD.

The Prize must be accepted as awarded; it may not be substituted, transferred or exchanged for cash. The Organizer will not replace any Prize that is lost, stolen or damaged after it has been delivered. The winner is responsible for all fees, expenses and taxes related to the use of the Prize. No compensation will be given for any unused portion of the Prize.

The Organizer will under no circumstances be required to award more prizes than provided for in these Rules, nor to award a prize otherwise than in accordance with them. It reserves the right to substitute the Prize with another of equal or greater value if the Prize cannot be awarded for any reason.

The METRO or PASQUIER gift card is subject to the terms of use of its issuer. METRO and PASQUIER are neither sponsors nor administrators of the Contest and are not associated with it in any way.

8. Odds of Winning

The odds of winning depend on the total number of eligible entries received during the Contest Period. All eligible entries have an equal chance of being selected.

9. Draw and Awarding of the Prize

One (1) random draw will be held among all eligible entries on November 9th, 2026 at 11:00 a.m. (Eastern time) (the "Draw Date"), at 4600 Molson Street, Montreal, Quebec, H1Y 0A3, under the supervision of a representative of the Organizer.

The selected participant will be contacted by private message on the social network used for their entry — or by email in the case of a no-purchase entry — within five (5) business days following the Draw Date. They must respond and fulfill the Prize Claim Conditions within five (5) business days following the date of that notice.

Failing this, or if the message cannot be delivered, the selected participant will be disqualified without compensation. The Organizer may then, in its sole discretion, cancel the Prize or hold a new draw among the remaining eligible entries, until a participant is declared the winner.

The Prize will be delivered by mail or email, as determined by the Organizer, within two (2) weeks following full satisfaction of the Prize Claim Conditions.

The Organizer cannot be held responsible for any change made by a participant to their social network account information, nor for any private message that is not delivered, received or read.

10. Prize Claim Conditions

To be declared a winner, the selected participant must (collectively, the "Prize Claim Conditions"):

- a) claim the Prize within the prescribed time limit;
- b) meet the eligibility criteria and comply with these Rules;
- c) complete and sign, upon request of the Organizer, the declaration and release form;
- d) correctly answer, without assistance and without a calculating device, a mathematical skill-testing question posed by the contest organizer;
- e) provide, upon request and in a timely manner, photo identification.

Any selected participant who does not meet the Prize Claim Conditions will be disqualified and a new participant may be selected. Refusal to accept the Prize releases the Organizer from any obligation toward that participant.

11. Personal Information

Personal information collected as part of the Contest is used solely for the purposes of administering the Contest, verifying eligibility and awarding the Prize, in accordance with applicable personal information protection laws. It will not be used for commercial communication purposes without the participant's separate consent, nor disclosed to third parties other than those service providers necessary to administer the Contest.

This information will be destroyed within a reasonable period after the end of the Contest and the awarding of the Prize. Any request for access, correction or withdrawal may be sent to the Organizer's person in charge of personal information protection, at 4600 Molson Street, Montreal, Quebec, H1Y 0A3.

By accepting the Prize, the winner authorizes the Organizer to use their name, city of residence, photograph and statements for advertising purposes related to the Contest, in all media, without further notice or compensation. Written confirmation to this effect may be required.

12. Third-Party Platforms

The Contest is not sponsored, endorsed or administered by, nor associated with, Meta Platforms, Inc. (Facebook and Instagram), or any other platform operator (collectively, the "Third Parties"). By entering, each participant releases the Third Parties from any liability related to the Contest and acknowledges that their information is provided to the Organizer and not to the Third Parties.

13. Release of Liability

The participant acknowledges that the Organizer, the Affiliated Parties and the Third Parties (the "Releasees") make no representation or warranty of any kind with respect to the Prize.

By entering, each participant releases the Releasees from any liability for damages, injuries, expenses, losses, fees and costs arising directly or indirectly, in whole or in part, from:

- a) their entry in the Contest;
- b) the acceptance, possession, use or misuse of the Prize, or the refusal thereof;
- c) the collection, use and disclosure of their personal information for purposes of the Contest;
- d) delivery delays, or lost or non-deliverable mail;
- e) damage caused to persons or property;
- f) entries that are late, misdirected, lost, illegible or incomplete.

14. Limitations of Liability

Without limiting the foregoing, the Releasees assume no responsibility for: (i) any typographical or other error contained in documents related to the Contest, including advertising, these Rules, the announcement of the winner or the awarding of the Prize; (ii) any malfunction, problem or technical difficulty affecting the networks, communication lines, hardware, software or platforms used in connection with the Contest, including any transmission that is faulty, incomplete or erased; (iii) any entry that is late, lost, stolen, delayed, not received, damaged, misdirected, incomplete or inaccurate; (iv) any failure to receive an entry due to transmission problems or technical failures of any kind; and (v) any damage caused to the system or device of a participant or a third party in connection with their entry in the Contest.

These Rules are accessible throughout the Contest Period at: <https://naoki.ca/sushipop-concours-2026/>. The Organizer does not guarantee that this page will be accessible or functional without interruption, or that it will be error-free, and assumes no responsibility in the event of temporary unavailability, regardless of the cause. A copy of the Rules may be obtained free of charge upon written request sent to 4600 Molson Street, Montreal, Quebec, H1Y 0A3.

15. Disqualification

Any participant who is found or suspected to have: (i) tampered with entries, materials or the conduct of the Contest; (ii) deliberately damaged websites, pages or applications related to the Contest, or sabotaged its operation; (iii) violated these Rules; (iv) used means unfair to other participants; (v)

obtained entries beyond the permitted limit; (vi) used multiple names, identities, accounts or email addresses, or any automated system to enter; or (vii) acted unfairly or in a manner that harasses, threatens or bothers another person, may be excluded from the Contest and from any future contests or promotions of the Organizer.

Any person who deliberately attempts to damage a website, equipment, application or technology used in connection with the Contest, or to interfere with its legitimate operation, is subject to the civil and criminal remedies provided by law.

16. Identification of the Participant

For the purposes of these Rules, "participant" means the person who made the post or submitted the no-purchase entry, and it is to that person that the Prize will be awarded if declared the winner. In the event of a dispute as to the identity of the author of a post, that post will be deemed to have been made by the holder of the Facebook or Instagram account used, i.e., the individual to whom that account is assigned.

17. Modification, Suspension or Cancellation

The Organizer reserves the right, in its sole discretion, to modify, suspend or cancel the Contest, in whole or in part, in the event of human intervention, error, fraud, technical failure or any other event that may impair the administration, fairness, security or proper conduct of the Contest.

Should the Contest end before its scheduled term, the Organizer may, in its sole discretion, proceed with the draw among the eligible entries registered up to the date of the event that caused it to end. Any amendment to the Rules will be posted in the same location as the Rules.

18. Ownership

All documents and information related to the administration of the Contest, including entry forms, declaration and release forms, as well as the Organizer's logos, trademarks and other intellectual property rights, remain its exclusive property and will not be returned to participants. This provision does not apply to content submitted by participants, which remains their property in accordance with Section 6.

19. Miscellaneous

If any provision of these Rules is declared invalid or unenforceable by a court of competent jurisdiction, that provision will be severed and the remaining provisions will remain in effect.

In the event of any discrepancy between these Rules and any other promotional communication related to the Contest, the Rules shall prevail.

20. Governing Law

The Contest is governed by the laws applicable in Quebec and the federal laws of Canada. Each participant agrees, to the extent permitted by law, that any dispute arising from the Contest will be submitted to the courts of the judicial district of Montreal. The Contest is void where prohibited by law.
