



Contest “WIN YOUR PRIVATE EVENT” (the “Contest”)

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

(SERGHEI CUCEREAVII) & MTY FRANCHISING INC. (“Toujours Mikes”)

1. Contest Period:

The Contest begins at 11:01 a.m. ET on August 3, 2026 and ends on August 24, 2026 at 11:59:50 p.m. ET, or while quantities last, whichever occurs first (the “**Contest Period**”).

2. Eligibility:

To enter and be eligible, a participant must be a resident of the province of Québec 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 Toujours Mikes and those of its affiliated companies, subsidiaries, vendors, suppliers, distributors, service providers, 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 Contest Rules and Regulations. Participants further agree to abide by and be bound by all decisions of Toujours Mikes 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 odds of winning.

The Contest will be held at the Toujours Mikes location located at 6200, boul Taschereau, Brossard, QC, J4W 1M7 (the “**Participating Location**”).

To enter, please comment on the Toujours Mikes Contest post on Facebook.

Once submitted, an entry cannot be deleted, canceled, or modified. Any entry that is incomplete, lost, violates the Rules and Regulations, or is received after the Contest Period has ended will be automatically disqualified.

Limit of one (1) entry per person during the Contest Period and a limit of one (1) prize per household. Any additional entries will be void and ineligible for the draw. For greater certainty, you may use only one Facebook account to enter the Contest.

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 prize (the “**Prize**”) available to be won and its approximate retail value are set out in the table below:

Description (with inclusions and specials conditions)	Number of prizes	Approximate retail value of each prize
A private event for 20 people at Toujours Mikes Brossard	One (1)	\$1 500 CAD

The Prize must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise. Toujours Mikes 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 Toujours Mikes be required to award more prizes than indicated in the Contest Rules and Regulations or to awards prizes otherwise than according to the Contest Rules and Regulations.

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. Toujours Mikes 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.

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

The prize consists of one (1) private event for up to twenty (20) guests.

The winner and their guests will have access to the restaurant's full menu, subject to product availability at the time of the event. Each guest is entitled to a maximum of one (1) main course and either one (1) appetizer or one (1) dessert as part of the Prize.

One (1) alcoholic or non-alcoholic beverage per person is included with the meal. Any additional alcoholic beverages ordered during the event will be at the sole expense of the guest(s) ordering them.

All costs associated with the private event will be covered by the Organizer, with the exception of any additional alcoholic or non-alcoholic beverages beyond the one (1) included per person.

By accepting the prize, the winner and all guests agree to be photographed and/or filmed during the event.

The winner and all guests further grant the Organizer the right to use, reproduce, publish, and distribute any photographs, videos, or other content captured during the event for promotional and marketing purposes, including but not limited to use on social media, the Organizer's website, and other marketing materials, without further compensation.

Toujours Mikes 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.

Toujours Mikes shall 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 Québec (the “**RACJ**”), Toujours Mikes reserves the right to substitute the Prize with another of equal or greater value should the Prize become unavailable.

6. Draw & Delivery

One (1) random draw will take place on August 25, 2026, at 12:00 p.m. Eastern Time (the “**Draw Date**”) from all eligible entries received during the Contest Period. The draw will be conducted at the Participating Location. The winner will be contacted by Facebook within seven (7) business days following the Draw Date.

If a selected participant cannot be contacted and/or redeem the Prize within the seven (7) business days following the Draw Date, they will be disqualified without compensation. In any case, Toujours Mikes 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 in person within four (4) weeks after the selected participant has fulfilled all Prize Claim Conditions (as defined below).

Once the winner has been confirmed and all required documents, including any applicable release forms, have been duly completed and signed, the Organizer will contact the winner to schedule the private event. The winner must provide three (3) preferred dates for the event, each of which must be at least one (1) month after the date the winner is confirmed.

The final event date will be determined by the Organizer in consultation with the participating restaurant, based on venue availability, staffing, and any other operational requirements. The Organizer reserves the right to reject any of the proposed dates if they are not compatible with the restaurant's availability or operational needs. If none of the proposed dates can be accommodated, the winner will be required to submit additional date options until a mutually acceptable date has been confirmed.

Toujours Mikes 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) claim the Prize within the prescribe delay;

- b) meet the eligibility criteria and otherwise comply with these Contest Rules and Regulations;
- c) have completed and signed the release form provided by Toujours Mikes;
- d) correctly answered the mathematical skill-testing question in the release form;
- e) provide photo ID, upon request;
- f) consent, for the Winner and their guests, to being photographed and/or filmed during the Event and authorize the Organizer to use, reproduce, and publish, without additional compensation, any photos and videos captured during the Event for promotional and advertising purposes, including on the Organizer's social media channels, website, and other communication platforms.

Any selected participant who fails to meet the Prize Claim Conditions be automatically disqualified.

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

8. Cancellation, modification or Termination:

Toujours Mikes 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 system problem related to the registration of all entries, likely to alter or affect the administration, impartiality, security or running of the Contest as provided for in these Rules and Regulations.

9. Future Messages:

By providing their information to claim a Prize or via a mail-in method, each participant consents to receiving commercial electronic messages (CEMs) from Toujours Mikes. Participants will have the option of unsubscribing to such messages by replying STOP or clicking the unsubscribe link (where available) in one of Toujours Mikes messages.

10. Personal Information:

By participating in the Contest, each participant consents to the collection, use and disclosure of their personal information by Toujours Mikes 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 Toujours Mikes and its subsidiaries or affiliates, or shared by Toujours Mikes with third parties in accordance with our Privacy Policy available at <https://mtygroup.com/en/privacy-policy/>.

In accepting a prize, a winner authorizes the Toujours Mikes and its representatives to use, if need be, his/her name, address (city, province), voice, statements, photo, likeness and other representations and recording 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 or associated with Facebook, Instagram, X (previously 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, Toujours Mikes, and the Third Parties (the “**Released Parties**”) from any liability, loss, harm, cost, fee, 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) the 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, selected participants, when applicable, will have to sign a Release Form confirming their compliance with the Contest Rules and Regulations and this release of liability in favor 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 error) found in the offer or documents regarding the administration of the Contest, including, but not limited to, errors in the promotion, official Contest 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 Toujours Mikes or to a participant for whatever reason, including any network congestion or web site 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 participant’s or other person’s system or device, by any Web page, 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 are subject to be excluded from this Contest and any future Contests, contests, and promotions held by Toujours Mikes (or any other brand of MTY Franchising Inc. or its affiliates) may hold, including, but not limited to, any entrant guilty or suspected: (i) of tampering with materials, entry forms, entry processing or the Contest’s conduct or any technical or mechanical element of the Contest, or (ii) of deliberately damaging Contest-related Web sites, Web pages or applications or of sabotaging the legitimate conduct of this Contest, or (iii) of breaking these Rules and Regulations, or (iv) of using means that do not comply with the Rules and Regulation or are unfair to other participants, or (v) to have obtained entries exceeding the authorized limit provided in the Rules and Regulations, or (vi) to have used several names, identities, email addresses and/or any automated system or program to enter or participate in the Contest, or (vii) to have disrupted the conduct of the Contest in any other way, or (viii) of 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 WEB SITE, EQUIPMENT, APPLICATION OR TECHNOLOGY USED FOR THE CONTEST OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST CONSTITUTES A VIOLATION OF CIVIL AND CRIMINAL LAWS. TOUJOURS MIKES 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:

Toujours Mikes 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:

Toujours Mikes 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. Toujours Mikes, 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 error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, Toujours Mikes 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 Contest Rules and Regulations, the participant refers to the individual whose name appears on the comment posted on the Contest post. The Prize will be awarded to this person if they are selected and confirmed as the winner. In the event of a dispute regarding the identity of an entrant, Toujours Mikes reserves the right to determine, in its sole discretion, the identity of the entrant. The Sponsor may require such person to provide proof of identity, including valid government-issued photo identification and any other documentation reasonably required to verify that they are the authorized holder of the Facebook account used to enter the Contest. Failure to provide satisfactory proof of identity may result in disqualification, at Toujours Mikes' sole discretion.

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 Toujours Mikes. None of this information or these documents will be returned to any participant.

19. Miscellaneous:

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

All trademarks are property of their respective owners.

20. Contest Rules in French and English:

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

21. Governing Law:

The Contest is governed by the laws of the province of Québec and the federal laws of Canada applicable therein. By entering the Contest, participants unconditionally agree to these Contest Rules and Regulation and the decisions of Toujours Mikes, 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.
