

OFFICIAL CONTEST RULES AND REGULATIONS (“Official Rules”)

NO PURCHASE NECESSARY TO ENTER OR TO WIN. THE CONTEST IS VALID ONLY IN CANADA (AND IS OPEN ONLY TO ELIGIBLE PERSONS, AS SPECIFIED IN THE OFFICIAL RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

The “Haleon Canada” Contest (the “**Contest**”) is sponsored by Haleon Canada ULC. (the “**Sponsor**”). The Contest starts on Wednesday, April 1st, 2026, at 12 :00 AM (ET) (the “**Contest Opening Date**”). The Contest closes on Saturday July 18th, 2026, at 11:59 PM (ET) (the “**Contest Closing Date**”). The “**Contest Period**” runs from the Contest Opening Date to the Contest Closing Date.

Eligibility: The Contest is open to all individuals who are residents of Canada, have reached the age of majority in their Province or Territory, and are present in Canada at the time of entry.

The Contest is not open to the Sponsor, the independent contest management agency appointed by the Sponsor to administer the Contest (the “**Agency**”), the prize provider (Canada Soccer), or any of their parents, related and affiliated companies, or employees, officers, directors, representatives, agents, successors, or assignees thereof (collectively the “**Contest Group**”), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial, and territorial laws and regulations. The Contest is void where prohibited by law.

How To Enter : To enter for a chance to win a Grand Prize or a Secondary Prize (each, a “Prize”), visit <https://www.getwellstaywell.ca/fortheassist> (the “Website”) before the Contest Closing Date and accurately complete the online entry form to receive one (1) entry into the random drawing, as described below. A valid email address and phone number are required to enter. Each person may only use one (1) email address to participate.

The person submitting the Entry will be deemed the entrant (the “**Entrant**”). In the event of a dispute as to the identity of an Entrant, the authorized account holder of the email address used to enter will be deemed to be the Entrant. “Authorized account holder” of an email address is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Any Entry not in compliance with the above and which does not meet the other requirements of these Official Rules may be disqualified as determined by Sponsor in its sole discretion. Entrants are subject to disqualification if Sponsor discovers that multiple email addresses are used by the same person. As applicable, normal Internet/phone access and usage/data charges imposed by Entrants’ online/mobile service will apply. Entries made through any robotic, automatic, mechanical, programmed or similar entry duplication method (without limitation, including scripts, bots or third party services) are ineligible and may be disqualified. Sponsor reserves the right to disqualify any individual and all Entries using such methods.

Random Drawing: One (1) Grand Prize winner and four (4) Secondary Prize winners will be selected in a random drawing between July 20th, 2026 and July 31st 2026 from among all eligible entries received. The drawing will be conducted by Haleon Canada and/or its agent (whose decisions in their sole discretion are final on all matters relating to the Contest. Odds of winning are dependent upon the total number of eligible entries received.

Prizes and Approximate Retail Values (“ARV”): There are a total of five (5) prizes to be won in the Contest, with a total retail ARV of CAD\$8,978, as follows:

- a. **Grand Prize (1):** Canada Soccer’s Men’s National Team’s Match tickets for two (2) of winner’s choice between September 1st 2026 to December 31st 2026 (“**Game**”). Stadium tour for two (2) prior to gates opening for VIP winners. Opportunity to see the dressing room before the team arrives, press conference room and production room. Sideline experience for two (2) that includes opportunity for fans to watch the pre-match warm up from the pitch and potential opportunity for two (2) for player(s) autographs. Sponsor selected Canada Soccer Merchandise for two (2) consisting of hat, scarf and jersey. Vouchers for round-trip economy class air transportation from major airport nearest winner’s residence to destination city up to \$1000* and vouchers towards hotel accommodations (based on double occupancy) and meals for two (2) up to \$1500. This is a total retail ARV of CAD\$8326.
- b. **Secondary Prizes (4 total):** Sponsor selected Canada Soccer Merchandise for one (1) consisting of hat, scarf and jersey with a total ARV for all 4 prizes of CAD\$650.

Limit one (1) prize per person. Being drawn for either a Grand or Secondary Prize will eliminate eligibility for another prize. Gift cards subject to restrictions and expiration dates may apply. All prizes will be awarded provided a sufficient number of eligible Entries are received. Prizes are non-transferable and no cash redemption or prize substitution is permitted, except at the sole discretion of Sponsor.

Sponsor makes no conditions, representations or warranties, and hereby disclaims any and all conditions, representations or warranties, express or implied, concerning any prize furnished in connection with the Contest. Sponsor reserves the right to substitute a prize of equal or greater value. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, AND WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY, CONDITION OR REPRESENTATION OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, CONDITIONS OR REPRESENTATIONS, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

***Grand Prize Rules:** To be declared a winner of a Grand Prize, the potential winner must correctly answer a mathematical skill-testing question, without assistance of any kind (mechanical, electronic, or otherwise). The question will be sent via email to the address provided at the time of contest registration by the Agency. Grand Prize winner’s travel companion must also meet eligibility requirements (unless travel companion is the child/charge of Grand Prize winner). Grand Prize winner’s travel companion (or the Grand Prize winner, on behalf of their child/charge) must also execute and return a liability/publicity release prior to travel (or, if travel companion is child/charge of Grand Prize Winner, Grand Prize winner must do so on travel companion’s behalf). Grand Prize winner and their travel companion are jointly and severally responsible (to the exclusion of any Released Party) for all other expenses not specifically set forth herein, including but not limited to surcharges, service charges, personal charges, taxes, travel and other insurance, additional transportation, gratuities, souvenirs, and other incidentals and items of a personal nature. Sponsor is not responsible for lost,

mutilated or stolen travel documents. Grand Prize winner and their travel companion must travel on same itinerary. If the Grand Prize winner is unable to travel on dates specified, Grand Prize will be forfeited and an alternate Grand Prize winner may (without obligation) be selected in a random drawing from among all remaining eligible Entries received, time permitting. Grand Prize winner and travel companion must follow any applicable rules, regulations or other protocols required by ticket issuer at time of Game. If the Grand Prize winner lives within three hundred (300) kilometers of destination city (or otherwise if Sponsor determines in its sole discretion), voucher worth \$500 for round-trip ground transportation will be provided in lieu of air transportation voucher. If Grand Prize winner or their travel companion engage in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip early (including ejection from the Game), in whole or in part, and send the Grand Prize winner and their travel companion, home with no further compensation to the winner. If Grand Prize winner or their travel companion consume alcoholic beverages (none will be provided by Sponsor) or other intoxicating substances (which are not permitted except to the extent permitted by applicable local law and prize provider rules) while participating in any Grand Prize-related activities, they do so at their own discretion and agree to hold the Released Parties harmless from any subsequent damages or third-party claims arising out of or related to such consumption (without limiting any other releases or liability disclaimers set out herein). Grand Prize consists of only the items specifically listed as part of the prize in these Official Rules and prize details not specified herein shall be determined solely by Sponsor.

Secondary Prize Rules: To be declared a winner, a potential Secondary Prize winner must correctly answer, without assistance of any kind (mechanical or otherwise), a time-limited mathematical skill-testing question and complete a Declaration of Eligibility, Release of Liability and a Publicity Release (except where prohibited by law) within forty-eight (48) hours of notification attempt or prize will be forfeited and an alternate winner may (without obligation) be selected, time permitting, by Sponsor in its sole discretion.

The Agency will contact the Potential Secondary winner on behalf of the Sponsor within thirty (30) days of signing the Release Form to arrange delivery of the Prize. For the Prizes, please allow up to 4 weeks for delivery from the end of the Contest Period.

If a potential Grand Prize winner or Secondary Prize winner (i) does not comply with these Contest rules; (ii) has not provided the correct answer to the skill-testing question; (iii) does not claim the Prize according to these Rules, within the time specified by the Sponsor; or (iv) refuses the Prize, then the potential winner may not be declared a winner.

The refusal by any potential Grand prize winner and Secondary Prize winner to accept a Prize (or any portion thereof) releases and forever discharges the Released Parties of all obligations related to the Prize, including delivery. If a selected potential winner does not meet the eligibility requirements, does not correctly answer the mathematical skill-testing question, does not complete and return the Release Form, is unable or unwilling to accept the Prize as offered or elects to decline the Prize, or in the event that the Prize confirmation or Prize itself is returned undeliverable, the Prize will be forfeited and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor's sole discretion. Any disqualified winner will not receive any alternate prize, substitution, or compensation.

General Rules: Three (3) attempts will be made to contact the potential Grand Prize and Secondary Prize winner at the email address provided and two (2) attempts at the phone number provided on their entry form between 9:00 AM and 5:00 PM (ET) during a period of fourteen days (14) days following the draw. If the potential Grand Prize winner cannot be contacted within fourteen (14) days, by either email or phone, he/she

will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries until such time as contact is made with a potential winner or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a potential winner.

Any Potential Prize winner (whether Grand or Secondary Prizes) will be notified by email and will be required to correctly answer, unaided, a time-limited mathematical skill-testing question and complete a Declaration of Eligibility and Release of Liability within forty-eight (48) hours of notification attempt the prize will be forfeited and an alternate winner may (without obligation) be selected, time permitting, by Sponsor in its sole discretion. Secondary Prize winners will be notified via email and will be required to correctly answer, unaided, a time-limited mathematical skill-testing question and verify their mailing address and eligibility within forty-eight (48) hours of notification attempt or prize will be forfeited and an alternate winner may be selected.

- a. The Sponsor will contact the Grand Prize winner within thirty (30) days of receiving the signed Release Form to coordinate prize fulfillment. The Grand Prize winner will be required to select preferred game dates, subject to availability. Once a game date is confirmed, the Sponsor will arrange for delivery of the tickets, either physically or digitally, based on the format available.
- b. For the Grand Prize, please allow up to 4 weeks for delivery from the end of the Contest Period.

Return of any prize notification/release as undeliverable will result in disqualification and alternate selection, time permitting. The Released Parties are not responsible for notification delivery failures, including without limitation, due to Entrant's equipment settings. If any potential winner is found to be ineligible, or if they have not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected, time permitting. Winners and all Entrants, as a condition of entry into the Contest and use of prizes, agree to release the Released Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with creation of or submitting an Entry, or otherwise participating in any aspect of the Contest, the receipt, ownership or use or misuse of the prizes awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes. By participating in the Contest, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor. The Released Parties are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user, by any of the equipment or programming associated with or utilized in the Contest, or by any human error which may occur in the processing of the Entries in the Contest, or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the Contest. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then the Sponsor reserves the right at its sole discretion to cancel the Contest and select the winning Entries from among all eligible Entries received prior to cancellation, as outlined above. Entrants hereby represent and warrant that they have read these Official Rules and are fully familiar with its contents.

Disputes: If Entrant is resident in the province of Quebec, this section may not apply to you to the extent that it purports to limit applicable legal warranties or the liability of Sponsor for its own act or those of its representative. Entrant agrees that to the fullest extent permitted by law: (a) they release and will defend, indemnify and hold harmless the Sponsor and all of the other Released Parties from and all any and all claims arising out of or connected with this Contest; (b) claims arising out of or connected with this Contest, or any prize awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or provincial court located in Toronto, Ontario (except for residents of Quebec, where it is Montreal, Quebec); (c) Entrant submits to sole and exclusive personal jurisdiction to said courts in Toronto, Ontario (except for residents of Quebec, where it is Montreal, Quebec) for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (d) any and all claims, judgments, and awards shall be limited to actual damages of no more than \$100, including costs associated with entering this Contest, but in no event legal or other professional fees; and (e) under no circumstances will Entrant be permitted to obtain awards for and Entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. To the fullest extent permitted by law, and except for residents of Quebec, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants or the Released Parties in connection with this Contest shall be governed by, and construed in accordance with, the laws of the Province of Ontario, without giving effect to any choice of law or conflict of law rules of provisions (whether of the Province of Ontario, Canada, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province Ontario. For residents of Quebec only, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants or the Released Parties in connection with this Contest shall be governed by, and construed in accordance with, the laws of the Province of Quebec, without giving effect to any choice of law or conflict of law rules of provisions (whether of the Province of Quebec, Canada, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of Quebec.

Privacy: Information collected as part of the Contest will be used for the purposes of this Contest and as set forth at Sponsor's Privacy Policy at <https://www.privacy.haleon.com/en-ca/>. This section does not limit any other consent(s) that an Entrant may provide the Sponsor in relation to the collection, use and/or disclosure of their personal information.

Sponsor: The Sponsor of the Contest is Haleon Canada ULC, 55 Standish Court, Suite 450, Mississauga, Ontario, L5R 4B2.

Language Discrepancy: In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials or Contest-related Information, including, but not limited to, point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

Indemnification: By submitting an entry into this Contest, each entrant confirms his or her understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss, or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance,

possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without limitation.

Soccer Canada will have no liability or responsibility for any claim arising in connection with participation in this Contest or any prize awarded. Soccer Canada has not offered or sponsored this Contest in any way.