

**CONTEST RULES**  
***e.l.f. launch at Uniprix***

**Participation rules from May 3, 2024, at 9:00 a.m., to May 7, 2024, at 11:59 p.m. (EST). All times referenced in these rules refer to Eastern standard time (EST).**

1. The contest sponsor is Uniprix, a division of the Pharmessor Group Corporation (hereinafter the "Sponsor" or "Uniprix") and the prize provider is Uniprix, a division of Pharmessor Group Corporation (hereinafter the "Prize Supplier").
2. This Contest is open only to residents of Quebec who have reached the age of majority, with the exception of employees, representatives and agents of the Sponsor or its affiliates or of a pharmacist-owner affiliated with the Sponsor (including employees of the Sponsor or of any store in the Uniprix network), a contest judge (if any), as well as any immediate family member of any of the above-mentioned persons or anyone residing with the above-mentioned persons. Also excluded from the contest are employees, representatives and agents of (i) the Prize Supplier, (ii) an advertising or promotion agency of the Sponsor or the Prize Supplier, (iii) e.l.f., (iv) any other company involved in the development, production or distribution of materials for this contest, as well as any immediate family member of any of the above-mentioned persons or anyone residing with the above-mentioned persons.
3. There is one (1) way to enter the contest :  
  

**No purchase necessary to participate.** To enter, participants simply need to visit the Instagram and/or TikTok platform (whether through a web browser, mobile application, or otherwise) during the Contest Period (as defined below), create an Instagram or TikTok account if they do not already have one, identify the Uniprix page (<https://www.instagram.com/uniprix/> [https://tiktok.com/@uniprix\\_officiel? t=8ldSSTBIHfx& r=1](https://tiktok.com/@uniprix_officiel? t=8ldSSTBIHfx& r=1) ), and if not already done, "follow" the page, then "like" the post and comment on the post by answering the question: "An iconic brand is coming to your favorite Uniprix BOUTIQUE BEAUTÉ<sup>MC</sup>. Will you guess it?" Limit of 2 entries per person and per account (1) Instagram and (1) TikTok. An Instagram or TikTok account cannot be used by more than one participant.
4. This contest begins on May 3 and ends on May 7, 2024, at 11:59 p.m. (the "Contest Period"). The winners will be selected through a random draw May 8, 2024 at 9 a.m. The prizes will be drawn among the participants who have completed all the steps set out in paragraph 3 above. The winners will be contacted by Uniprix or its representative agency by telephone or email within seven (7) days following the date of the last draw and they must meet the eligibility criteria set out in paragraph 8 below.
5. The odds that a participant's Record of Participation is selected at random depend on the number of records of participation registered and received in accordance with paragraph 3 above.

- 6.** The prize has a total value of \$200.

  - a) A gift basket containing ten (10) e.l.f. products worth \$150.
  - b) A \$50 Uniprix gift card.
  
- 7.** By entering the contest, you agree to accept the prize as described in point 6, which cannot be transferred, modified or exchanged for money or any other good or service. The selection of the prize during the contest is final and cannot be changed later. NO SUBSTITUTION OF PRIZES IS PERMITTED EXCEPT AT THE DISCRETION OF THE SPONSOR OR PRICING SUPPLIER. THE SPONSOR AND THE SUPPLIER OF THE PRIZE RESERVE THE RIGHT TO REPLACE ANY PRICE BY AN EQUIVALENT OR HIGHER PRICE IF, FOR ANY REASON, ANY PRICE CAN BE GRANTED AS DESCRIBED. PRICES ARE NOT TRANSFERABLE OR MONNAYABLE IN WHOLE OR IN PART.
  
- 8.** In order to be declared the winners and claim the prize, any person whose name was randomly selected, in addition to complying with the eligibility criteria and the contest's official rules, must:

  - a) Have been contacted by telephone or by email by the Sponsor, the Prize Supplier or their representatives within seven (7) days of the random selection of his or her participation form, held on the date mentioned above in point 4.
  - b) Have accepted the prize, as described in point 6, which cannot be transferred, modified or exchanged for a sum of money.
  - c) Be able to give the correct answer, without help and within a limited time, a mathematical skill-testing question, which will be asked by phone by the sponsor' representative at a mutually convenient time.
  - d) Have filled out and signed a declaration and waiver of liability form and returned it to Uniprix within the time frame stated in the letter accompanying the form.
  - e) Have completed and signed, if required, a consent form authorizing the contest organizers or their agents to use his/her name and/or photograph for promotional purposes, without remuneration, and said consent form must have been returned to Uniprix within the time frame indicated in the letter accompanying the form.
  
- 9.** The awarding of a prize is subject to eligibility verification and compliance with these rules. Any selected participant whose eligibility, by virtue of these rules, cannot be confirmed will be disqualified. The Sponsor may, at its sole discretion, draw another eligible participant, whom it will attempt to contact and who, in turn, will be subject to the same qualification rules.
  
- 10.** If a selected entrant cannot be contacted within five (5) days, they will be disqualified and forfeit the prize. The Sponsor may, in its sole and absolute discretion, (i) randomly select an alternate eligible entrant with whom it may attempt to contact and who, in turn, will be subject to the same qualification rules, or (ii) not select again a winner.
  
- 11.** The Sponsor may, at its sole discretion, suspend, cancel or modify the Contest at any time, subject to the approval of the Régie des alcools, des courses et des jeux [Quebec alcohol, racing and gaming control commission], if it determines that, for any reason, the Contest is not capable of running as originally planned or for any other reason that would compromise the fairness or integrity of the Contest.

- 12.** The name of the prize winners may be sent by post to any person who so requests and includes a stamped, self-addressed envelope. Requests must be addressed to **Contest e.l.f.** at 4705, rue Dobrin, Saint-Laurent (Québec) H4R 2P7 — C/O Marketing Department.
- 13.** In the case of any discrepancy between the English and French version of these rules, the rules in the French language will prevail. In the event of any discrepancy between the printed version of these rules and the version available online on the Uniprix site, the rules available on the <https://www.uniprix.com/> website will prevail.
- 14.** The contest rules will be available in the Contest section of the <https://www.uniprix.com/> website for six (6) months following the draw date.
- 15.** By entering or attempting to participate in this Contest, any person releases the Sponsor, the Prize Provider, any company, company, trust or other legal entity controlled by or related to any of them from any liability, their advertising and promotional agencies, their employees, representatives and agents and any other person directly or indirectly involved in this contest (the "Recipients") with respect to the malfunction of any computer component, software or line of communication, in relation to the loss or absence of network communication or any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network and may limit the opportunity for any person to participate in the contest or to prevent. Recipients also assume no liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by downloading any web page or any software, and by transmitting any information for participation in the competition. Without limiting the generality of the foregoing, the Contestants in no way guarantee that the <https://www.uniprix.com/> site, as well as any other site linked to the contest, if any, will be accessible or functional without interruption during the contest period or that it will be free from any error.
- 16.** By participating or attempting to participate in the contest, participants release the beneficiaries from the liability of any damage they may suffer and permanently waive any right to claim compensation from the beneficiaries or to bring any action against the beneficiaries or invoke any cause of action of any kind whatsoever, in connection with: (i) their participation or attempted participation in the contest; (ii) any interruption or malfunction of postal services that could delay or prevent the delivery of the prize once shipped by the prize supplier; or (iii) the acceptance or use of their prize.
- 17.** The entrant selected for the prize acknowledges that, from the awarding of the prize, the obligations related to the prize become the responsibility of the service providers and the products making up the prize.
- 18.** The prize manufacturers and distributors, their divisions, subsidiaries and affiliated companies are not involved in any way whatsoever in the management or administration of this Contest.
- 19.** The Contest is in no way managed, endorsed, administered or sponsored by TikTok, Facebook or Instagram.