

OFFICIAL RULES AND REGULATIONS

Dare Foods Bear Paws Active “Halftime Heroes” Contest

1. KEY DATES:

The Bear Paws Active Halftime Heroes contest (the “**Contest**”) begins on May 4, 2026 at 12:00:00 a.m. Eastern Time (“**ET**”) and ends on August 4, 2026 at 11:59:59 p.m. ET (the “**Contest Period**”). Once the Contest Period closes, the judging period (the “**Judging Period**”) begins on August 5, 2026 and ends on August 19, 2026. Potential winners will be notified on or around August 20, 2026.

2. ELIGIBILITY TO ENTER:

To enter the Contest and nominate a Nominee (defined below) for a chance to win a Prize, you (a “**Nominator**”) must be a legal resident of Canada and have reached the age of majority in your province/territory of residence at the time of entry. A “**Nominee**” (a potential winner) must be a legal resident of Canada at the time of nomination and, if applicable, the time of winner confirmation, and have reached the age of majority in their province/territory of residence at the time of winner confirmation. Nominees must be a member of, or demonstrably connected to, a community soccer club that is part of the Canadian soccer system (the “**Eligible Club Requirement**”).

Employees, officers, directors, representatives and agents of the Contest Parties (defined below) and immediate family members (parents, siblings, children and legal or common law spouses) of such persons and individuals living in the same household with such persons (whether related or not) are not eligible to be nominated or to win. “**Contest Parties**” means Dare Foods Limited (the “**Sponsor**” and/or “**Dare**”), Canada Soccer, Canadian Soccer Business, their respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies, Contest judges, and any other person or entity involved in the development, production, administration or fulfilment of the Contest.

3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest (whether by nominating a Nominee or accepting a nomination and/or a Prize), Nominators and Nominees agree that they have read and agree to be legally bound by these Official Rules and Regulations (the “**Rules**”).

4. HOW TO ENTER:

NO PURCHASE NECESSARY.

During the Contest Period, scan the QR code found on promotional materials or visit the Contest microsite at www.halftimeheroes.ca (the “**Website**”). Complete and submit your entry (an “**Entry**”) by filling out the nomination form and submitting it with one of the following about your Nominee:

- A short-written story of up to 500 words, or
- A video of up to 2 minutes (file size/format requirements as stated on the Website),

describing why you are nominating such Nominee as a “halftime hero” in their soccer community, taking into consideration the criteria described in Section 7 below. Nominators may not be able to nominate themselves.

Required information on the form includes: (i) Nominee’s first and last name, city/province/territory, email address, phone number (including area code), and affiliated community soccer club (Eligible Club

Requirement); (ii) Nominator's first and last name, email address, phone number (including area code), and relationship to the Nominee; and (iii) confirmation that the Nominator has obtained the Nominee's consent to be nominated and to share the Nominee's personal information in the Entry with the Sponsor for the purposes of entering the Nominee in this Contest and the Sponsor administering this Contest in accordance with these Rules. One photo of the Nominee is optional (with the Nominee's consent) as part of an Entry.

To be eligible, your Entry must: (i) be submitted and received in accordance with these Rules during the Contest Period; (ii) be in compliance with all requirements noted above and any Website on-screen instructions provided; and (iii) otherwise be in accordance with these Rules, including, but not limited to, the content requirements, specific entry limits and conditions listed below (all as determined by the Sponsor in its sole and absolute discretion). Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

5. CONTENT REQUIREMENTS; LICENCE AND INDEMNITY:

Each Entry must be original to the Nominator, truthful, and must not include any third party's proprietary content (including, without limitation, trademarks or copyrighted content) or personal information without the third party's consent. Entries must not, in the sole and absolute discretion of the Sponsor, contain any unlawful, defamatory, disparaging, discriminatory, hateful, obscene, profane, indecent or otherwise objectionable, inappropriate or offensive content, nor any advertising or commercial solicitation.

By submitting an Entry, the Nominator represents and warrants that: (i) the story, photo (if any), and/or video included therein are original to the Nominator, truthful, and do not infringe or violate any law or any copyright, trademark, privacy, publicity or other rights of any person or entity; (ii) the Nominator has all necessary rights, and has obtained all required consents, permissions, releases, waivers and other approvals from the Nominee and any other third party including, without limitation, any identifiable individuals appearing or mentioned in the Entry (including, as applicable, those from a parent or legal guardian where a third party is under the age of majority), to submit the Entry and grant the licence set out below; and (iii) the Entry does not contain unlawful, harassing, defamatory, disparaging, discriminatory, hateful, obscene, profane, indecent or otherwise objectionable, inappropriate or offensive content, nor any advertising or commercial solicitation, nor any personal information of any individuals without their consent. The Sponsor may disqualify any Entry that, in its sole and absolute discretion, violates these standards or the letter and spirit of these Rules. By submitting an Entry, the Nominator: (i) grants to the Sponsor, Canada Soccer, and Canadian Soccer Business a worldwide, royalty-free, perpetual, irrevocable, non-exclusive, transferable, sublicensable licence to publish, reproduce, edit, adapt, publicly display, distribute and otherwise use the submitted Entry, in whole or in part, in any media now known or hereinafter developed, for Contest administration and, in the case of a winning Entry, for publicity, advertising and promotional purposes, without further notice or compensation, except where prohibited by law; (ii) waives any and all moral rights in the Entry that the Nominator may now or in the future have in favour of the Sponsor, Canada Soccer, Canadian Soccer Business, their transferees and sublicensees; and (iii) agrees to indemnify and hold harmless the Contest Parties and their respective employees, officers, directors, representatives, agents, sublicensees, successors, and assigns from and against any and all claims, damages or liability arising from or related to the Entry and/or a breach of the Nominator's representations and warranties herein.

6. ENTRY LIMITS AND CONDITIONS:

There is a limit of one (1) Entry per Nominator per Nominee during the Contest Period. For clarity, a Nominator may not nominate the same Nominee more than once during the Contest Period. Duplicate or additional nominations for the same Nominee by the same Nominator will be void. Different Nominators may nominate the same Nominee. That is, a Nominee may have multiple Entries if they receive nominations

from different Nominators. A Nominator may nominate different Nominees during the Contest Period, provided each nomination is unique and otherwise compliant with these Rules. The Sponsor may, in its sole and absolute discretion, cap the total number of distinct nominations per Nominator if necessary to protect fair play, as stated on the Website.

Entries that are incomplete, do not meet the word/time/entry limits, lack required consents, do not satisfy the Eligible Club Requirement or are otherwise not in compliance with these Rules may be disqualified, in the sole and absolute discretion of the Sponsor. Any attempt to use multiple identities or email addresses, or any automated systems, programs, or any other means not in keeping with the letter and spirit of these Rules to submit Entries may result in disqualification, in the sole and absolute discretion of the Sponsor. The Contest Parties and each of their respective agents, representatives, employees, officers, directors, successors, and assigns are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void). Entries that have been tampered with or altered are void. Entries will not be returned.

7. JUDGING CRITERIA AND PROCESS

All eligible Entries will be evaluated by a judging panel consisting of one (1) representative of the Sponsor, one (1) representative of Canada Soccer, and one (1) player ambassador(or alternates designated by the Sponsor) during the Judging Period.

Each Entry will be scored on a 100-point scale based on the following weighted criteria:

- Dedication & Support – 40 points
- Healthy Habits & Nutrition – 40 points
- Storytelling & Impact – 20 points

The Nominees in the three (3) Entries with the highest total scores will be selected as potential winners, subject to verification and compliance with these Rules.

Tie-Break: If a tie affects winner selection, the Nominee in the Entry, from among all Entries that are tied, with the higher score in Dedication & Support will prevail as potential winner; if still tied, the Nominee in the Entry with the higher score in Healthy Habits & Nutrition will prevail as potential winner; if still tied, the judging panel will conduct a secondary review and select the potential winner in its sole and absolute discretion.

The odds of any Nominee winning a Prize will depend on the total number and caliber of eligible Entries received during the Contest Period. The number of nominations a Nominee receives will not, by itself, confer any advantage; judging is based on the quality of the submission against the stated criteria. The judging panel's decisions are final and binding without right of appeal.

8. VERIFICATION:

All Entries, Nominators and Nominees are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in form and substance acceptable to the Sponsor including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry (including, without limitation, that the Nominator has all necessary consents, permissions, releases, waivers and other approvals required pursuant to these Rules), compliance with these Rules, and/or the truth and accuracy of any information provided in relation to or for the purposes of this Contest; and/or (iii) for any other reason the Sponsor

deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. The Sponsor may verify the Eligible Club Requirement with the named club/organization. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification, in the sole and absolute discretion of the Sponsor.

9. PRIZES:

There will be three (3) prizes available to be won (each, a "**Prize**"). Limit one (1) Prize per Nominee.

Each Prize consists of a VIP Canadian Soccer match day experience for one (1) confirmed winning Nominee and up to three (3) guests (each, a "**Guest**") and includes, subject to the Prize conditions described below: (i) four (4) tickets to one (1) soccer match; (ii) select behind-the-scenes access (e.g., dressing room or pre-match experience, subject to venue and team requirements); (iii) Canada Soccer merchandise; (iv) a Canada Soccer team kit; and (v) a one-year supply of Bear Paws Active defined as 104 boxes (175 g) or equivalent vouchers.

Approximate retail value (ARV) of each Prize: \$5,000 CAD. Actual value may vary based on the match and merchandise components. Under no circumstances will any difference between actual value and ARV be awarded.

Transportation, accommodations, and all other costs and expenses not specifically described as included in the Prize are not included and are the sole responsibility of the winner and their Guests.

10. PRIZE CONDITIONS:

Prizes must be accepted as awarded and are non-transferable, non-assignable, and not convertible to cash (except as the Sponsor may, in its sole and absolute discretion, permit).

Match Date/Location: After winner confirmation, Canadian Soccer Business and Canada Soccer (in consultation with the Sponsor) will present available Canada Soccer or Canadian Premier League matches taking place between September and November 2026, in select Canadian cities. The Sponsor may consider proximity to the winner's residence when presenting match options; however, travel and accommodations are not included and remain the sole responsibility of the winner and their Guests. The Sponsor will determine the available match options, dates, times, and VIP elements, in its sole and absolute discretion, subject to scheduling, security, broadcast, and venue operations. Event tickets and venues may be subject to additional terms and conditions.

Substitutions: If a Prize or any element thereof becomes unavailable for reasons beyond the Sponsor's reasonable control (including, without limitation, scheduling, safety, or operational protocols), the Sponsor reserves the right to substitute the Prize, in whole or in part, with alternative element(s) of equal or greater value, as determined by the Sponsor, in its sole and absolute discretion. No substitution or compensation will be provided for a winner's (or a Guest's) inability to use a Prize or any part thereof, including their inability to travel to/from or attend any Prize related event or activity.

Guests/Minors: Guests may be minors but must be accompanied by a parent or legal guardian or by the confirmed winner (who must be an adult) or another adult, with the written consent of the minor's parent or legal guardian. Minors must attend with their parent or legal guardian, or with an adult authorized in writing by their parent or legal guardian. Certain stadium areas may be restricted to minors.

Attendees must comply with all venue, team, and security policies and instructions from event personnel. The Sponsor and the other Contest Parties are not responsible for denied entry or removal due to failure to comply.

All costs not expressly stated in these Rules as included in the Prize are the sole responsibility of the winner and their Guests, including, without limitation, travel to/from the venue, parking, meals, beverages, incidentals, insurance, and personal expenses.

All arrangements relating to the Prize must be made through the Sponsor or its designated agents, excluding arrangements that are the responsibility of the winner and their Guests such as transportation, accommodation, etc.

Guest Requirement: Before being able to participate in the Prize, each of Guest (or, if the Guest is under the legal age of majority in their province or territory of residence, the Guest's parent or legal guardian on their behalf) must sign and return the Sponsor's release of liability/consent to publicity form (the "**Guest Release**") (by the date indicated on the form) indicating, among other things, that they: (i) release the Sponsor and all of the other Released Parties (as defined in Section 14 below) from any and all liability for any injury, loss or damage of any kind (including without limitation, personal injury, death, or property damage) arising from their participation in the Prize or any portion thereof (including, without limitation, any travel or activity related thereto), and (ii) agree to participate in and consent to publicity as described below.

11. PUBLICITY & EVENT CAPTURE:

Attendance at any match-day experience may involve photography, filming, and/or other recording by the Sponsor, Canada Soccer and/or Canadian Soccer Business (Canada Soccer and Canadian Soccer Business, the "**Contest Partners**") and their media crews. By accepting or participating in a Prize, each confirmed winner and each Guest (and, for minors, their parent or legal guardian on their behalf) consents to being photographed, filmed and/or otherwise recorded at the match-day experience and to the publication, reproduction, and other use of their name, city/province/territory of residence, statements, photograph(s)/video(s), voice, image and likeness, in any media, now known or hereafter developed, worldwide, in perpetuity, for publicity, advertising, and promotional purposes by the Sponsor and Contest Partners, without further authorization, notice or compensation, except as prohibited by law.

Venue and team policies apply. Recording may occur in public or controlled areas. If a winner or Guest advises the Sponsor in writing and reasonably in advance that they do not wish to be recorded, the Sponsor will use reasonable efforts to accommodate, subject to venue operations; however, access to certain VIP elements may be limited, and no substitution or compensation will be provided. In no event will the Sponsor or the Contest Partners be responsible for any recordings made and/or published by independent third parties (including, without limitation, news outlets and other attendees) not acting on behalf of the Sponsor or Contest Partners.

12. FORCE MAJEURE; DISCLAIMER:

Matches and VIP elements of a Prize are subject to change, delay, postponement, relocation, or cancellation due to weather, public health guidance, safety or security concerns, broadcast requirements, league/stadium operations, or other causes beyond the Sponsor's reasonable control. In such events, the Sponsor may, in its sole and absolute discretion, reschedule the experience or substitute an alternative experience or prize component of comparable nature and equal or greater approximate retail value. No cash alternative will be provided. To the fullest extent permitted by law, the Sponsor and the other Released Parties (as defined

below) are not responsible for any failure to perform or delay in performance caused by such events or any other circumstances beyond their reasonable control.

Neither the confirmed Prize winner nor their Guests will be entitled to any compensation, costs, or damages in the event that any portion of the Prize is subject to any change, delay, postponement, relocation or cancellation. Any portion of the Prize not used will be forfeited. The Sponsor will not replace lost, stolen, or expired tickets, vouchers, or passes, and is not responsible for any expenses incurred by a winner or Guest in anticipation of or in connection with attendance at any Prize related event or activity (including, without limitation, travel and/or accommodation). Prizes are provided “as is”. To the fullest extent permitted by law, the Sponsor and other Released Parties: (i) make no representation or warranty, express or implied, regarding the Prize or any component thereof, including merchantability, fitness for a particular purpose, or non-infringement; (ii) expressly disclaim any implied warranty or condition regarding the Prize or any component thereof; and (iii) are not liable for any injury, loss, or damage of any kind resulting from the acceptance, use or misuse of the Prize or any portion thereof including, without limitation, any travel to/from or attendance at any event or activity related thereto. To the fullest extent permitted by law, each confirmed winner (and their Guests) acknowledges and agrees that they will not seek reimbursement or pursue any legal or equitable remedy from the Sponsor or any of the other Released Parties should the Prize or any component thereof be unsatisfactory, in whole or in part.

13. ELIGIBLE WINNER NOTIFICATION AND CONFIRMATION PROCESS:

The Sponsor or its designated representative will attempt to contact each potential winner via email and/or phone, using the Nominee’s information provided in the selected Entry, on or about August 20, 2026 (with up to three (3) attempts within five (5) business days of the end of the Judging Period).

To be confirmed a winner, the potential winner must, within the timeline specified by the Sponsor, sign and return the Sponsor’s declaration of compliance and release of liability/consent to publicity form (the “**Winner Release**”) stating, among other things, that they: (i) have read, understand and complied with these Rules, (ii) release the Sponsor and all of the other Released Parties (as defined below) from any and all claims, demands, actions and/or liability for any injury, loss or damage of any kind (including, without limitation, personal injury, death, or property damage) arising out of or related to the Contest, their participation therein and/or their receipt and use of the Prize or any portion thereof (including, without limitation, any travel to/from or attendance at any event or activity related thereto); and (iii) agree to participate in and consent to publicity related to the Contest. Before a Guest is able to participate in any Prize, the confirmed winner must, within the timeline specified by the Sponsor, ensure that each Guest (or their parent or legal guardian, for minors) signs and returns a Guest Release. Government-issued photo identification may be required for verification.

If a potential winner cannot be contacted, fails to return required documents on time, is ineligible, or otherwise fails to comply with these Rules, he/she will be disqualified (and forfeit any and all rights to the Prize) and the Sponsor may select the Nominee in the next highest-scoring eligible Entry as an alternate potential winner, subject to verification and confirmation in accordance with these Rules, time permitting.

14. LIABILITY RELEASE AND INDEMNITY:

By participating in this Contest and/or accepting or participating in a Prize, Nominators, Nominees, winners, and Guests (and, for Guests who are minors, their parent or legal guardian on their behalf) irrevocably and unconditionally release and indemnify and hold harmless the Contest Parties and each of their respective employees, officers, directors, representatives, agents, successors, and assigns (collectively, the “**Released Parties**”) from and against any and all claims, demands, actions and/or liability for any injury, loss, or damages of any kind including, without limitation, for illness, personal injury, death or

property damage, howsoever occurring, whether or not known or anticipated and whether or not due to the negligence of the Releasees, arising in connection with or resulting from, directly or indirectly, in whole or in part, their participation in the Contest and/or their acceptance or use of any Prize or portion thereof (including, without limitation, any travel to/from and/or attendance at the match-day experience or any event or activity related thereto), except in cases where liability cannot be excluded by law.

15. PRIVACY:

By participating in this Contest, each participant consents to the Sponsor's collection, use and disclosure of the participant's personal information provided in connection with the Contest (including, without limitation, in an Entry) for the purposes of administering the Contest including, without limitation, for Prize fulfilment and, with respect to any Prize winner or Guest, for related publicity, advertising, and promotional purposes. Personal information collected in connection with the Contest will be handled in accordance with the Sponsor's privacy policy at <https://www.darefoods.com/privacy-policy/> and applicable privacy legislation. Personal information may be transferred to and processed (including, without limitation, hosted by service providers) in jurisdictions outside of a participant's province/territory and/or Canada for such purposes, and may be accessible to courts, law enforcement, and national security authorities in those jurisdictions, in accordance with applicable laws. Personal information will be retained by the Sponsor only as long as reasonably necessary for the purposes stated above, unless a longer retention period is required or permitted by law.

Event-day photography/videography may be captured and used for publicity, advertising and marketing purposes as permitted by these Rules, the Winner Release and Guest Release.

This section does not limit any other consents an individual may provide to the Sponsor or other Contest Parties.

16. GENERAL TERMS AND CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited. The Sponsor's decisions with respect to all matters relating to this Contest (and, where applicable, the judging panel's decisions) are final and binding on all participants without right of appeal.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, suspend, extend or modify this Contest (and/or to amend these Rules) in any way in the event of any cause beyond its reasonable control that interferes with or adversely affects the administration, security, fairness, integrity or proper conduct of the Contest as contemplated by these Rules, including, without limitation, typographical or other error, tampering, unauthorized intervention, fraud, technical failures, or any other cause.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any dates, timeframes, and/or other Contest mechanics stipulated in these Rules to the extent deemed necessary for verification, technical or operational reasons, or in light of circumstances that affect the proper administration of the Contest.

The Sponsor reserves the right to disqualify any participant it finds to have made a false statement or misrepresentation in relation to the Contest or to otherwise be in violation of these Rules or to be tampering with or undermining the legitimate operation of the Contest. Any attempt to deliberately damage the Website or to undermine the legitimate operation of the Contest may be a violation of criminal and civil laws; should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

To the fullest extent permitted by law, the Released Parties will not be liable for: (i) any failure of the Website or any platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including those relating to networks, servers, access providers, computer equipment, or software; (iii) the failure of any Entry or other information to be received, captured, or recorded for any reason, including technical problems or traffic congestion on the internet or any website; or (iv) any injury or damage to a participant's or any other person's device or computer related to or resulting from participating in the Contest.

Proof of transmission (including screenshots or captures) or mailing of any communication, form, or Entry does not constitute proof of receipt by the Sponsor. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) and system(s) of the Sponsor.

If any provision of these Rules or part thereof is found to be invalid or unenforceable, such provision or part shall be severed and the remainder of the Rules shall continue in full force and effect.

In the event of any discrepancy or inconsistency between these Rules and disclosures or statements contained in any Contest-related materials (including, but not limited to, the Contest entry form, short-form rules, or point of sale, print or online advertising), these Rules shall prevail, to the fullest extent permitted by law. If these Rules are translated into another language and there is a discrepancy between versions, the English version shall govern, to the fullest extent permitted by law.

To the fullest extent permitted by law, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Rules or the rights and obligations of participants and the Contest Parties in connection with this Contest will be governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any conflict of law rules. Each participant consents to the exclusive jurisdiction and venue of the courts located in Ontario for any action or proceeding relating to these Rules or the Contest and waives any right to participate in a class action, to the fullest extent permitted by law.

This Contest is in no way sponsored, endorsed, or administered by, or associated with, any social media platform used to promote it including, as applicable, Meta (Facebook) and Instagram. By participating in this Contest, participants agree to fully release and hold harmless Meta (Facebook) and Instagram from and against any claims and liability in connection with, or arising out of their participation in, the Contest. Any questions relating to the Contest should be directed to the Sponsor, not to any such platform.

All intellectual property including, but not limited to, trademarks, tradenames, logos, and designs, used herein, on the Website or in any Contest promotional materials or forms are property of their respective owners. All rights reserved.