

UMUSIC CONTEST
OFFICIAL CONTEST RULES AND REGULATIONS

A. CONTEST DESCRIPTION

<u>Contest</u>	Enter for a chance to win a Bob Seger signed vinyl	
<u>Contest Period</u>	Contest Start Time	12:00:00 AM ET on July 23, 2026
	Contest End Time	11:59:59 PM ET on August 13, 2026
<u>Territory</u>	Canada	
<u>Eligible Age</u>	Age of majority in province or territory of residence	
<u>Total Number of Prizes Available</u>	1	
<u>The Prize</u>	1 x Bob Seger signed vinyl	
<u>Number of Potential Winners</u>	1	
<u>Approximate Retail Value of each Prize ("ARV")</u>	\$100.00 CAD	
<u>Contest URL</u>	https://competition.umusic.com/bob-seger-2026	
<u>Entry Mechanism</u>	NO PURCHASE NECESSARY. Internet access and valid email address required. To obtain one (1) entry, during the Contest Period, you can enter the Contest by visiting the Contest URL and filling out your full name, email address, country and province or territory of residence. Limit of one (1) entry per person. To obtain one (1) bonus entry, you can sign up to receive email updates from Sponsor, as applicable by checking the appropriate opt-in box. You can opt-out at any time. At the end of the Contest Period, potential winners will be chosen at random from all eligible entries received.	
<u>Draw Date</u>	August 14, 2026	

B. CONTEST RULES AND REGULATIONS

These Official Contest Rules and Regulations ("**Official Contest Rules**") are the standard terms and conditions applicable to contests (each a "**Contest**") administered by Universal Music Canada Inc. where a winner is randomly selected. No purchase necessary entry method available. Void where prohibited by law. By participating in a Contest, entrants acknowledge compliance with, and agree to be bound by, these Official Contest Rules.

1. Sponsor: The Contest is sponsored by Universal Music Canada Inc., 80 Atlantic Avenue, Suite 101, Toronto, Ontario, Canada M6K 1X9 ("**Sponsor**"). This Contest is not sponsored, endorsed or administered by, or associated with Instagram, X (formerly Twitter), TikTok or Facebook ("**Social Media Platforms**"). Entrants further agree to abide by and be bound by all decisions of Sponsor, which shall be final and binding, without right of appeal, in all matters relating to this Contest and the awarding of the Prize, including without limitation, eligibility and/or disqualification of entries.

2. Entrant: The words "you," "your," and "entrant" as used herein refer to the individual entering a Contest and, if the individual is between the age of 13 (14 in Quebec) and the age of majority in their province, or territory of legal residence, the parent or legal guardian who has granted permission for the entrant to enter the Contest, agrees to be bound by these Official Contest Rules.

3. Eligibility: The Contest is open to legal residents of, and physically located within the Territory who are at least of Eligible Age as of the date of entry into the Contest. In the event the Contest Description provides individuals between 13 years of age (14 in Quebec) and age of majority are of Eligible Age to enter, such minor's parent or legal guardian must consent to these Official Contest Rules and minor's entry in the Contest.

Excluded from eligibility are the officers, directors, employees, agents and representatives of: Sponsor, its respective parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, and any other parties engaged in the development, production, distribution or administration of the Contest and the Prize, or the members of the immediate family (i.e., spouse, parent, child, sibling), or those living in the same household as any of the aforementioned ineligible parties. If the Official Contest Rules permit entrants under the age of majority: minor age entrants must have the permission of their parent or legal guardian in order to be eligible to enter the Contest.

Entrants who do not comply with any of these Official Contest Rules are subject to disqualification, in Sponsor's sole discretion.

4. Contest Period: The Contest begins at the Contest Start Time and ends at the Contest End Time after which time the Contest will be closed and no further entries will be accepted. Unless otherwise specified all times referred to in these Official Contest Rules are

in Eastern Time.

5. How to Enter: No purchase necessary to enter. To enter a Contest, follow the instructions given in the Contest Description. Any individual entrant found to be using multiple email accounts or identities to enter this Contest will be ineligible to win. Any use of automated devices, mass entries, or entries submitted by third parties, is prohibited. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise illicit means to enter the Contest, or any other methods not authorized by these Official Contest Rules, shall be deemed as tampering and may disqualify you from entering, participating and/or winning the Prize. Entries that contain false or incomplete information are void. Entries that are late, lost, stolen, illegible, contain false information, damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular, or that do not conform with or satisfy any or all of the conditions of the Official Contest Rules are void. Entrants or their parents or legal guardians, as applicable, grant Sponsor a non-exclusive license to use all entries for any purpose. Proof of transmission (for example, screenshots or captures) does not constitute proof of entry or receipt of an entry. Entrants who have not reached the age of majority in their jurisdiction of residence must confirm that they have obtained parental or legal guardian consent prior to entering the Contest. If Contest Entry Method (see Part A "Contest Description" above) requires entrant to make a purchase or provide other valuable consideration the following alternative Entry Method is available where required by law: To enter the Contest, write a 1000 word personal essay (without use of AI tools) explaining why you are a music fan, and email to fans@umusic.com along with your name, email address and province or territory of residence. Include the contest name in the subject line. Maximum one entry per person, not including Bonus Entries if applicable.

6. Prizing: The Prize is as described in the Contest Description. If actual value of Prize is lower than the stated ARV when Prize is procured and fulfilled, the difference will not be awarded. If the Prize includes tickets to an event, seat selection shall be at Sponsor's sole discretion.

7. Flyaway Contests: The following additional rules and regulations apply to any Prize involving airfare/transportation and/or hotel accommodation. ARV based on a Toronto Ontario local departure. Ground transportation, gratuities, incidentals, upgrades, service charges, food, beverages, merchandise, taxes, fuel/currency surcharges, telephone calls, insurance, any required travel documentation, all personal expenses of any kind or nature, any overnight layover or any other expenses not specified herein are not included and are winner's sole responsibility. Winner will be required to provide hotel with an accepted credit card at time of check-in to cover incidental fees/damages along with complying with any requirements mandated by the hotel's management. No changes to travel dates or passenger names are permitted once the booking has been made. Winner acknowledges that Prize events are beyond the control of Sponsor and are subject to being rescheduled, modified or cancelled. If a Prize event is postponed, modified, canceled or does not occur, no compensation or substitution will be provided, and Sponsor shall have no further obligation to winner. In the event the winner and guest arrive at a Prize event destination, and event does not proceed for any reason whatsoever, the Prize shall be deemed to be fulfilled. Any Prize with a specified date must be used on the date(s) specified in the Prize description or the Prize will be forfeit. Further, Sponsor assumes no liability or responsibility whatsoever should the winner or their guest be denied entry to an airline (or any other means of transportation), venue or destination of travel for any reason whatsoever. Winner and guest must comply with any security procedures or measures imposed by the event and/or its representative(s). Sponsor and/or event personnel/representative(s) reserve the right in their sole discretion to suspend or cancel winner's and their guest's attendance at a Prize event due to non-compliance with any security procedure, venue requirements, or for inappropriate behavior or misconduct. If for any reason whatsoever, the winner is unable to travel after all travel arrangements have been made and paid for, the Prize will be forfeit in full and Sponsor shall have no further obligation to the winner. If the Prize is forfeited and sufficient time exists to select an alternate winner, the Prize may be awarded to an alternate winner from all non-winning eligible entries. Prize winner and their guest are responsible for obtaining proper documentation (i.e., valid government issued photo identification, passport and/or visa) prior to travel. Winner's guest must be at least the Eligible Age and will be required to complete and return Sponsor's Release Form prior to delivery of the Prize. Arrangements for the fulfillment of Prize will be made by Sponsor and/or its authorized agent. Sponsor will not provide travel insurance for winner or guest nor for any missed flights or any circumstance that may prevent winner and their guest from traveling to/from a Prize event. Winner and their guest, understand and agree that travel is inherently dangerous and, to the fullest extent permitted by law, each assumes all risks of illness or injury which may arise directly or indirectly, in whole or in part, from Prize related travel and activities.

8. Winner Selection, Skill-Testing Question & Confirmation: On the Draw Date, Sponsor, or its authorized agent, will make a random draw for the Prize from all eligible entries received during the Contest Period to select the potential winner(s) (each a "**Selected Entrant**"). The odds of winning depend on the number of eligible entries received during the Contest Period. A Selected Entrant will be deemed a winner if they meet all of the eligibility criteria and fulfill all requirements as set out in these Official Contest Rules. If a Selected Entrant does not meet the eligibility criteria and fulfill the requirements, they will be disqualified and will not receive a Prize and another entrant will be selected by way of a random draw from the remaining eligible entries. Before being declared a winner, Selected Entrant, or their parent / legal guardian as applicable, will be required to: (i) correctly answer Sponsor's skill-testing question; (ii) sign and return Sponsor's Statement Of Eligibility, Liability And Publicity Release Form ("**Release Form**"); and (iii) comply fully with these Official Contest Rules, as determined in the sole discretion of Sponsor.

A notification email will be sent to the Selected Entrant within three (3) business days after the random draw is conducted. The contact information provided at the time of entry will be used to notify the Selected Entrant. The Selected Entrant will be required to respond to the notification email within twenty-four (24) hours of Sponsor's notification email in order to receive and return any required documents. Sponsor's Release Form must be signed and returned to Sponsor or its authorized agent within twenty-four (24) hours of

delivery by email of the required documents. The Selected Entrant will be required to correctly answer, without assistance of any kind, a time-limited, mathematical 4-part skill-testing question that will be delivered to the Selected Entrant by Sponsor via email. Return of any notification email as undeliverable, inability to reach Selected Entrant or failure of Selected Entrant to respond to notification email within the timelines hereinabove, failure to provide proof of eligibility or identity, release documents including the Release Form, or other required documentation in a timely manner, failure to correctly answer the skill-testing question, or other non-compliance with these Official Contest Rules may result in disqualification, forfeiture of the Prize and random selection of an alternate eligible entrant to receive the forfeited Prize(s) in accordance with these Official Contest Rules, each of the foregoing as determined in Sponsor's sole discretion. Selected Entrant is prohibited from appointing an agent or substitute to correspond with Sponsor, except with Selected Entrants parent(s) or legal guardian(s), if applicable.

If selected, entrants under the age of majority are eligible to accept the Prize provided that such minor age Selected Entrant's parent or legal guardian: (i) signs the Release Form; (ii) confirms compliance with the Official Contest Rules; (iii) agrees to accept the Prize as awarded; and (iv) agrees to release and indemnify Sponsor as described in Section 10 below.

The Prize as described is subject to availability, may not be exchanged for cash, is non-transferable, non-refundable, may not be sold, and must be accepted as awarded, without substitutions. Selected Entrant assumes any and all liability for any injury or damage caused, or claimed to be caused, by entering, participating in this Contest, and in the case of the Prize winner the use or redemption of the Prize, including participation in any Prize event, as applicable. In the event the Prize, cannot be awarded as described in these Official Contest Rules, Sponsor reserves the right to substitute a prize of equivalent or greater retail value. Sponsor will not be responsible if weather conditions or other factors beyond Sponsor's reasonable control prevent the Prize or part of the Prize from being fulfilled. Sponsor will not replace any lost or stolen Prize. Any other costs or expenses associated with the Prize not expressly specified herein will be the sole responsibility of the selected winner.

Sponsor reserves the right at its sole discretion to require proof of identity to demonstrate Contest eligibility, and disqualify any individual who tampers or attempts to tamper with the entry process, the operation of the Contest and/or Sponsor's websites or social media accounts, violates the Official Contest Rules, is ineligible or fails to provide proof of identity, or acts with intent to annoy, abuse, threaten or harass any other person.

In the event of a dispute as to the identity of the person who submitted any entry, the authorized account holder of the e-mail address as provided by the entrant to Sponsor will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an e-mail address by an access provider, service provider, or other person or organization responsible for assigning e-mail addresses for the account associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

All decisions of Sponsor or its designee are final in all matters relating to a Contest.

9. Right to Void/Terminate/Suspend/Modify: Sponsor reserves the right to terminate, cancel, suspend, extend or amend/modify this Contest or these Official Contest Rules, in whole or in part, at any time and without notice or obligation, for any reason whatsoever. Without limiting the generality of the foregoing, if the Contest, or any part thereof, is not capable of running as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, programming errors, or technical failures, which, in the sole discretion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor may, in its sole discretion, void any suspect entries and: (a) terminate the Contest, or any portion thereof; (b) modify or suspend the Contest, or any portion thereof, to address the impairment and then resume the Contest, or relevant portion, in a manner that best conforms to the spirit of these Official Contest Rules; and/or (c) award the Prize from among the eligible entries received up to the time of the impairment in accordance with the winner selection criteria discussed above.

10. Release and Indemnification: BY PARTICIPATING IN THIS CONTEST, EACH ENTRANT (AND THEIR PARENT(S) OR LEGAL GUARDIAN(S), AS APPLICABLE), FULLY RELEASES, DISCHARGES AND HOLDS HARMLESS SPONSOR, ITS AGENTS, PARENT, RELATED AND AFFILIATED COMPANIES, SUBSIDIARIES, PRIZE SUPPLIERS, ADVERTISING AND PROMOTIONAL AGENCIES, AND EACH OF THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, SHAREHOLDERS, SUCCESSORS, SPONSORS, PARTNERS, LICENSEES, SUBSIDIARIES, AGENTS, ARTISTS, ADVISORS, ASSIGNEES, AND ALL OTHERS ASSOCIATED WITH THE ADMINISTRATION, DEVELOPMENT, PRODUCTION, EXECUTION OR FULFILMENT OF THE CONTEST ("**CONTEST ENTITIES**") FROM ANY AND ALL MANNER OF ACTION, CAUSE OF ACTION, CLAIM OR DEMAND, LOSS OR INJURY, OR ANY SUIT, DEBT, COVENANT, CONTRACT INCLUDING LEGAL FEES AND EXPENSES, WHATSOEVER, INCLUDING BUT NOT LIMITED TO LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM (I) ENTRY OR PARTICIPATION IN THIS CONTEST OR ANY PRIZE, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE; (II) ACCESS TO AND USE OF THE CONTEST WEBSITE OR ANY TECHNICAL MALFUNCTION OR OTHER PROBLEMS OF ANY NATURE WHATSOEVER, INCLUDING WITHOUT LIMITATION, THOSE RELATING TO NETWORKS OR LINES, COMPUTER SYSTEMS, SERVERS, ACCESS PROVIDERS, COMPUTER EQUIPMENT OR SOFTWARE; (III) THE FAILURE OF ANY

ENTRY TO BE RECEIVED; (IV) ANY INJURY OR DAMAGE TO ANY COMPUTER OR OTHER DEVICE RELATED TO OR RESULTING FROM PARTICIPATION IN THE CONTEST; AND (V) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY. Without limiting the foregoing, the Contest Entities shall not be responsible for: (a) any incomplete or inaccurate information that is caused by Contest website users, or by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of submissions in the Contest; (b) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third-party computer hackers or otherwise; (c) lost, interrupted, or unavailable network, server, service provider, on-line systems, telephone networks or telephone lines, or any other connections; (d) the theft, destruction, loss or unauthorized access to, or alteration of, entries; (e) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (f) garbled transmissions or miscommunications; (g) failure of any e-mail to be received by or from the Contest Entities or Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (h) damage to a user's computer equipment (software or hardware) occasioned by participation or uploading or downloading of materials related to this Contest or in connection with the Contest website; (i) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; (j) technical, pictorial, typographical or editorial errors or omissions contained herein; (k) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's (or their parent(s) or legal guardian(s), as applicable) participation in the Contest or receipt or use or misuse of any Prize, and the use of entrants information by Sponsor in accordance with these Official Contest Rules; or (l) late, lost, misdirected or unsuccessful efforts to notify a potential winner. No responsibility will be taken by Sponsor for lost, delayed, mutilated or misdirected entries or email acknowledgements. By participating, each entrant agrees to release and hold the Social Media Platforms, including Meta Platforms Inc. and X Corp harmless from any and all liability in connection with a Contest.

11. Use of Personal Information: By entering this Contest and voluntarily providing your personal information, entrants (or their parent(s) or legal guardian(s), as applicable) consent and agree to Sponsor and its authorized agents collection, use and disclosure of the entrant's personal information for the administration of this Contest and agree to Sponsors use of entrant information for the purpose of contacting entrant in relation to this Contest. We collect, use and disclose your personal information for the purposes of verifying winner's identity, administering the Contest, including communicating with potential winners and delivering prizes to winners, protect you and us against errors and prevent fraud, comply with applicable laws, and regulatory requirements or enforceable government requests. Information may include (but is not limited to) name, username, email, date of birth, social media handles, preferred language, telephone number, town or city, province or territory of residence, postal code and mailing address, image, voice, statement made regarding the Contest, likeness, government-issued identification such as a valid passport or driver's license, as well as other documents or means of confirming your identity.

All information you provide to Sponsor will be used only for the purposes for which you have consented, and as described in its Privacy Policy, available at <https://privacy.umusic.com/ca/>. Sponsor agrees that it shall collect, assemble, obtain, hold and use electronic addresses and related information for the purposes identified in these Official Contest Rules in compliance with Canada's Anti-Spam Legislation, including all regulations enacted thereunder from time to time ("CASL") and in accordance with Sponsor's Privacy Policy. Sponsor will not share, publish or sell any electronic addresses and/or e-mail lists containing electronic addresses provided, collected, or obtained by Sponsor for the purpose of this Contest. The Contest website may be hosted on servers in the United States, and the personal information you provide may therefore also be subject to the laws of the United States.

12. Publicity and Entrant Information: With the exception of any personal information of entrant (or their parent(s) or legal guardian(s), as applicable) which is subject to applicable privacy laws and the terms of Sponsor's Privacy Policy, by entering the Contest, entrant (or their parent(s) or legal guardian(s), as applicable) agrees to Sponsor's use of their name, social media handle (if applicable), comments and image, city/province of residence, biographical information, statements, voice, image and likeness in any advertising and publicity. Sponsor and its respective successors, assigns and licensees may conduct activities relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice, and releases Sponsor from any liability with respect thereto.

13. Governing Law: The Contest is void where prohibited by law and is subject to all applicable Canadian federal, provincial, territorial, municipal and local laws. This Contest shall be governed exclusively by the laws of the province of Ontario, and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules. Any dispute shall be adjudicated by the courts sitting in Toronto, Ontario.

14. General: All entries become the property of Sponsor and will not be returned. By participating in the Contest, each entrant agrees that Sponsor has not made, with respect to its products/services provided as a Prize or part thereof (if applicable), any warranty, representation or guarantee express or implied, in fact or in law, and specifically disclaims all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. Winning the Prize is contingent on fulfilling all the requirements set forth herein. All entries and prize claims are subject to verification. Entrants (or their parent(s) or legal guardian(s), as applicable) agree to abide by these Official Contest Rules. All intellectual property, including but not limited to trademarks, copyrights, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans and representations are owned by Sponsor, or used under license. All rights reserved. Unauthorized copying or use of any of Sponsor's

owned or licensed intellectual property without the express written consent of Sponsor is strictly prohibited. Decisions of Sponsor and/or any independent Contest judging organization will be final and binding on all matters pertaining to this Contest. Sponsor's failure to enforce any term of these Official Contest Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Contest Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Contest Rules is determined to be invalid or otherwise unenforceable, then the Official Contest Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document or communication referenced above, the winner may be required to promptly return to Sponsor the Prize, or the cash value thereof. WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR SOCIAL MEDIA ACCOUNT ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

15. Winner List. To obtain a copy of the Contest winner list, send a request with your name and email address to be received by within 3 months after the conclusion of the Contest to fans@umusic.com or Universal Music Canada Inc., 80 Atlantic Avenue, Suite 101, Toronto, Ontario M6K 1X9.

16. Discrepancy between Rules. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Contest Rules as written in English and disclosures or other statements contained in any Contest related materials, including, but not limited to, as applicable, French version of these Official Contest Rules, and/or point of sale, television, print or online advertising, the terms and conditions of these Official Contest Rules as written in English shall prevail, govern and control.