

FREEDOM MOBILE INC.

“10 DAYS OF GIVEAWAYS” SOCIAL MEDIA CONTEST

(the “Contest”)

OFFICIAL RULES AND REGULATIONS

December 6, 2018 to December 15, 2018

FOLLOW FREEDOM MOBILE ON SOCIAL MEDIA AND REPLY TO THE DAILY CONTEST PROMPTS

TO BE ELIGIBLE TO BE ENTERED FOR A CHANCE TO WIN:

ONE OF TEN DAILY CASH PRIZES FOR YOU AND A CHARITY* OF YOUR CHOICE

(Valued as detailed below)

(the “Prizes”)

THE “10 DAYS OF GIVEAWAYS CONTEST” (THE “CONTEST”) IS INTENDED TO BE CONDUCTED IN CANADA ONLY (EXCLUDING QUEBEC) AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE: (i) A LEGAL RESIDENT OF CANADA (EXCLUDING QUEBEC); AND ii) OF THE AGE OF MAJORITY OR OLDER IN THEIR PROVINCE OR TERRITORY OF RESIDENCE AT THE TIME OF ENTRY. VOID IN WHOLE OR IN PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “CONTEST RULES”).

This Contest is sponsored by Freedom Mobile Inc. (“Freedom”).

NO PURCHASE NECESSARY.

CONTEST RULES

HOW TO ENTER: All eligible residents of Canada (excluding Quebec) who follow our Facebook, Instagram or Twitter posts and respond to the daily contest prompts with the hashtag #FreedomBigBingeBonus will be entered in a draw for a chance to win one of ten (10) daily cash prizes as well as a cash prize for a charity* of their choice: The daily cash prizes are as follows:

Thursday, December 6, 2018: \$1,000.00 (CDN)

Friday, December 7, 2018: \$500.00 (CDN)

Saturday, December 8, 2018: \$2,000.00 (CDN)

Sunday, December 9, 2018: \$1,000.00 (CDN)

Monday, December 10, 2018: \$500.00 (CDN)

Tuesday, December 11, 2018: \$500.00 (CDN)

Wednesday, December 12, 2018: \$1,000.00 (CDN)

Thursday, December 13, 2018: \$500.00 (CDN)

Friday, December 14, 2018: \$500.00 (CDN)

Saturday, December 15, 2018: \$2,500.00 (CDN)

(the “Daily Prizes”)

**EACH DAILY PRIZE WILL BE MATCHED BY FREEDOM MOBILE
TO THE CHARITY* OF THE DAILY WINNER’S CHOICE**

**Subject to the conditions outlined in Section 5 (c).*

You can submit your entry using one of three ways:

Follow our daily contest prompts on our daily Facebook posts and use the hashtag #FreedomBigBingeBonus. You must have a Facebook account in order to participate in this Contest. If you do not have a Facebook account, visit <http://facebook.com> and register in accordance with the enrolment instructions for a free Facebook account.

Follow our daily contest prompts on our daily Twitter posts and use the hashtag #FreedomBigBingeBonus. You must have a Twitter account in order to participate in this Contest. If you do not have a Twitter account, visit <http://twitter.com> and register in accordance with the enrolment instructions for a free Twitter account.

Follow our daily contest prompts on our daily Instagram posts and use the hashtag #FreedomBigBingeBonus. You must have an Instagram account in order to participate in this Contest. If you do not have an Instagram account, visit <http://instagram.com> and register in accordance with the enrolment instructions for a free Instagram account.

Privacy settings must be set to public in order to enter.

- 1. CONTEST PERIOD:** The Contest Period will begin at 8:00:00 a.m. Pacific Standard Time (“PST”) on Thursday, December 6, 2018, and will end at 8:59:59 p.m. PST on Saturday, December 15, 2018, (the “Contest Period”) after which time the Contest will be closed and no further entries shall be accepted.
- 2. ELIGIBILITY:** To enter and to be eligible to win, the entrant must be a legal resident of Canada (excluding Quebec). Proof of identification and residence must be produced on request. Employees, officers and directors of Freedom and its partners and associate companies, their advertising and promotional agencies and their respective affiliates and associates, and such advertising and promotional agencies and their respective affiliates and associates, and such individual’s immediate family members and persons with whom such individuals are domiciled, are not eligible to enter or participate in this Contest. For these official rules, “immediate family” refers to the father, mother, brothers, sisters, children, husband, wife or partner of such an employee, agent and/or representative. A winner of a Freedom contest within three (3) months preceding December 6, 2018, (including persons designated by such winners to take ownership of the Daily Prize) and persons domiciled with such a winner are not eligible to enter.
- 3. ENTRY:** Maximum one (1) entry per individual per platform.
- 4. DAILY PRIZES:**

There are ten (10) Daily Prizes to be awarded as follows:

Thursday, December 6, 2018: \$1,000.00 (CDN)
Friday, December 7, 2018: \$500.00 (CDN)
Saturday, December 8, 2018: \$2,000.00 (CDN)
Sunday, December 9, 2018: \$1,000.00 (CDN)
Monday, December 10, 2018: \$500.00 (CDN)
Tuesday, December 11, 2018: \$500.00 (CDN)
Wednesday, December 12, 2018: \$1,000.00 (CDN)
Thursday, December 13, 2018: \$500.00 (CDN)
Friday, December 14, 2018: \$500.00 (CDN)
Saturday, December 15, 2018: \$2,500.00 (CDN)

**EACH DAILY PRIZE WILL BE MATCHED BY FREEDOM MOBILE
TO THE CHARITY OF THE DAILY WINNER’S CHOICE**

5. GENERAL:

- a) The Prize is not redeemable in cash and is not transferable. The Prize must be accepted as awarded — no substitutions at the request of winning Entrants will be made.
- b) Freedom retains the right, in its absolute and sole discretion, to make substitutions of equivalent kind or approximate value in the event of the unavailability of the Prize or component of the Prize for any reason whatsoever.
- c) A charity selected by a Daily winner must be a Canada Revenue Agency (CRA) registered Canadian Charity that is not political or religious in association. Freedom may, in its sole discretion, select an alternate charity should these conditions not be met by the Daily Winner.
- d) Two (2) business days following each Daily Contest Prompt, between 9 am and 5 pm EST, one (1) random draw will take place at the offices of Freedom, Toronto, Ontario, from among all eligible entries received for the particular day during the Contest Period. The first (1) entrant drawn will be eligible to win the daily prize.
- e) Freedom, acting reasonably, will attempt to contact the potential winner within two (2) business days of the draw by the platform entered on. In the event that a potential Daily Prize winner cannot be contacted within two (2) business days after the draw, he or she will be disqualified, and an alternate potential winner will be drawn. Proof of identification must be provided upon request. The potential Grand Prize winner must respond to Freedom within two (2) business day of being contacted.
- f) The individuals whose names are drawn as being one of the potential individual winners will be required to answer a skill-testing mathematical question before the Prize is awarded to him/her.
- g) An individual can only win one Daily Prize within the Contest Period.
- h) Decisions of the Contest judges are final — no substitutions will be available.
- i) The odds of winning the Prize will depend upon the total number of eligible entries received during each Daily Prompt during the Contest Period.
- j) By submitting an entry and by claiming the Prize, each Entrant warrants and represents that he/she are the person(s) featured in the entry and that he/she have all necessary rights to submit such entry. Entrants further consent and grant Freedom (i) permission to use the entry and his/her name, likeness, hometown, and (ii) use and license the photograph for advertising and publicity purposes in connection with this Contest in any and all media, including, without limitation, newspaper, Internet websites, and/or television, without additional compensation, notification or permission, unless restricted by law (i.e. The Prize winners and photos may be announced on Facebook, Twitter and Instagram). Freedom reserves its unlimited right to edit or manipulate the photographs for purposes of better editorial display. Freedom is not liable for the inclusion of any third-party trademarks or other intellectual property by the entrant.
- k) To claim the Prize, the potential winners must fill in and sign a Declaration and Release form as prepared and accepted by Freedom acknowledging and confirming:
 - (i) eligibility, understanding and compliance with these Contest Rules;
 - (ii) acceptance of the Prize, as offered;
 - (iii) releasing Freedom and its parent company, subsidiaries, affiliates and/or related companies and each of their employees, directors, officers, suppliers, agents, administrators, licensees, representatives, advertising and promotional agencies from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use or misuse of the Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of

property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and

- (iv) consenting to the use, without additional compensation, his/her/their name, likeness, voice, photograph and municipality of residence for promotion and/or advertising purposes in connection with this Contest.

In the event the Declaration and Release is not signed and returned within the time stipulated by Freedom, the winner(s) will be deemed to have forfeited the Prize. Freedom reserves the right, at its sole discretion, to select another winner.

- l) By entering the Contest, the entrants and participants automatically agree to accept and abide by the Contest Rules and in accepting the Prize, the potential winner(s) acknowledge(s) that Freedom and its parent, subsidiaries, affiliates, partners, associates and/or related companies and agents may not be held liable for any loss, damage or injury of any kind (including injury resulting in death) associated with accepting or using the Prize. The entrant agrees that he/she/they release(s) and hold(s) harmless Freedom and its parent, subsidiaries, affiliates, partners, associates and/or related companies and agents from and against any and all causes of action, suits, claims, demands, liabilities, costs and expenses by reason of or arising out of entrant's participation in this Contest and the awarding, receipt, and/or use or misuse of the Prize or participating in any Prize-related activities. All decisions of Freedom with respect to any aspect of the Contest, including, without limitation, the eligibility of entries, are final and binding on all entrants in all matters as they relate to the Contest.
- m) Freedom Mobile makes no representations or warranties, and disclaims any implied warranties, with respect to the prize. Winners are solely responsible for all costs not specifically identified above as included in the prize, including but not limited to roaming costs and long-distance charges.
- n) Freedom shall not be responsible for or bear any liability for: (i) delays due to high call volumes; (ii) late-received, lost, unintelligible/illegible, incomplete, delayed or misdirected entries; (iii) entries which fail to comply with these Contest Rules; (iv) any failure of Freedom's web site or systems during the Contest Period, including any problems or technical malfunctions of any computer on-line systems, servers, computer equipment, software, ordering systems (on-line or via Video on Demand or Pay Per View), failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof; and (v) Freedom shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in the Contest or from downloading any material from the Contest web site, where applicable.
- o) All entries are subject to verification. Freedom reserves the right to prohibit an entrant from participating in the Contest and/or winning the Prize, if, in the sole discretion of Freedom, it determines that the entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices or intending to annoy, abuse or threaten or harass any other entrants or Freedom. Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST, INCLUDING BUT NOT LIMITED TO ANY FRAUDULENT CLAIMS, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, FREEDOM RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.**
- p) At any time during the Contest, even if the entry is already posted on the Contest Site, or is being taken into consideration for the Prize, if Freedom determines that an entrant's submission is not in compliance with any of the Submission Requirements or these Rules, the entry will be disqualified and will not be eligible to win the Prize.

- q) All entries received become the property of Freedom and will not be returned.
- r) In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.
- s) No correspondence will be entered into except with entrants requesting the Contest Rules by mail or requesting names of the Prize winners (for which a self-addressed, postage paid envelope must be included).
- t) Freedom reserves the right, in its absolute and sole discretion, to modify the Contest Rules without materially affecting the terms and conditions hereof.
- u) Freedom reserves the right to cancel, withdraw, terminate, modify, amend, extend or suspend this Contest at any time without prior notice.
- v) All intellectual property attached to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations used in connection with the Contest are the property of their respective owners. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
- w) This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws. By entering the Contest, the entrant understands and agrees that Freedom will collect, use and disclose her/his/their personal information only in relation to this Contest. Freedom's privacy policy is available at www.freedommobile.ca.
- x) Freedom Mobile agrees that it shall collect, assemble, obtain, hold and use electronic addresses and related information for the purposes identified in this Agreement and in full compliance with Canada's Anti-Spam Legislation, including all regulations enacted thereunder from time to time ("CASL"). Freedom Mobile is prohibited from sharing and will not share, publish or sell any electronic addresses and/or e-mail lists containing electronic addresses provided by or collected or obtained by Freedom Mobile for the purpose of this Contest.
- y) By entering this Contest, entrants acknowledge compliance with, and agree to be bound by these Contest Rules.
- z) This promotion is not sponsored, endorsed or administered by, or associated with Instagram®.