

## WW Grill On - Recipe Contest

NO PURCHASE NECESSARY. SEE BELOW FOR FULL CONTEST DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE RULES (THE “ RULES ”).

The Contest is in no way sponsored, endorsed, or administered by, or associated with Instagram.

### I. SPONSOR

1. The Grill On promotional contest (the “ Contest ”) is sponsored by WW Canada Ltd, 1415 Joshuas Creek Drive, Suite 200, Oakville, ON L6H 7G4. (the “ Sponsor ”).

### II. CONTEST PERIOD

2. The Contest begins on July 8, 2021 at 9:00 a.m. Eastern Time (“ ET ”) and ends on July 22, 2021, at 11:59 PM ET (the “ Contest Period ”).

3. The deadline to submit your participation is July 15, 2021 at 11:59PM (the “ Deadline ”).

### III. ELIGIBILITY

4. The Contest is open to all residents of Canada who have reached the age of majority in their province or territory of residence at the time of entry, except for the following persons who are not eligible: an employee, representative, agent or mandatary of the Sponsor, its parent, related or affiliated companies, subsidiaries, franchisees, suppliers, advertising and promotional agencies, contest administrators, contest judges, contest jury, or any other parties engaged in the development, production or distribution of the contest materials, or members of the immediate family (spouse, parent, siblings and children) or any person with whom the foregoing are domiciled.

### IV. HOW TO PARTICIPATE

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IN ANY WAY WHATSOEVER INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF RECEIVING A PRIZE.

5. In order to participate in the Contest and in order to be eligible to receive a prize, you must:

- a. Have a valid WW Connect account (an “ Account ”);
- b. During the Contest Period, submit your menu via the Google Form and comply with the entry specifications below:
  - c. The entry must include a screenshot of your meal built in the app (using the meal builder)
  - d. All sections of the form must be completed
  - e. The total value of the meal must not exceed 20 points (on blue & purple plans) or 30 points (on green plan)
  - f. The menu’s main ingredients must come from a pre-selected list of provided ingredients

6. July 16-21, 2021 the panel of judges (including internal and external representatives) will review all eligible entries received via the Form

### JUDGING CRITERIA

Eligible entries will be judged on the meal creation (appetizer, main, dessert), points value, inclusion of dedicated ingredients, and perceived tastiness based on the recipe. Three (3) recipes will be selected as winners based on this criteria.

7. BY SUBMITTING A MENU VIA THE FORM, YOU ACKNOWLEDGE THAT YOUR ENTRY (INCLUDING YOUR USERNAME, PROFILE PICTURE AND OTHER PERSONAL DATA) MAY BE POSTED ON INSTAGRAM®, FACEBOOK®, AND/OR SPONSOR'S PROPRIETARY WEBSITE, WHERE IT MAY BE VIEWED, SHARED (BY USERS OF INSTAGRAM® AND VARIOUS OTHER INTERNET-BASED SITES) AND COMMENTED ON BY THE SPONSOR AND THE GENERAL PUBLIC.

#### V. PRIZES

8. There are three (3) Grand Prizes available to win, each consists of various merchandise elements with an approximate value of \$250 for each.

9. Each participant having submitted an eligible menu pursuant to section 5 to the google form database, before the Deadline (an "Eligible Participant") is eligible to receive a prize, as defined below.

#### VI. PRIZE CLAIM PROCESS

10. Once judging has completed and the prizes are determined, WW will message the winning members within forty-eight (48) hours for their address and for a completed prize declaration in order to send the prizes to their household.

Notably, the following information has to be indicated in the Prize Declaration by the Account Owner:

- a. The postal address of the Account owner in order to arrange for shipping the Prize or Alternative Prize if the case may be;
- b. A valid email address to reach the Account owner;
- c. The answer to a skill-testing question (without assistance of any kind);
- d. Confirmation that the Account owner complied with the Rules of the Contest;
- e. Confirmation that the Account owner releases the Sponsor, its affiliated companies and agents, advertising and promotion agencies, the contest judges and each of their respective officers, directors, agents, representatives, successors from any liability in connection with the Contest, the Account owner's participation therein and/or the awarding and use or misuse of the prizes or any portion thereof;
- f. Confirmation that the Account owner grants to the Sponsor the right to use the Account owner's name, social media address and likeness in any form of advertising relating to the contest without further notice or compensation.

#### VII. WINNER CONFIRMATION PROCESS

NO ONE IS A PRIZE WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A PRIZE WINNER IN ACCORDANCE WITH THE RULES.

11. To be declared a prize winner, an Eligible Participant must have submitted to Sponsor a signed copy of the Declaration and Release form with all the requested information pursuant to the Rules (notably the provisions of section VI of the Rules) and must have correctly answered the skill-testing question included in the Participation Declaration to the satisfaction of the Sponsor inside the Contest Period, before the Deadline (the "Prize Winner"). The Sponsor will verify that the Declaration and release complies to the present Rules and will verify if the skill-testing question is answered correctly.

12. Prize Winners will be named at the following address: WW Canada Ltd. 1415 Joshuas Creek Drive, Suite 200, Oakville, ON L6H 7G4.

13. Prize Winners will be named on July 22, 2021 by 5 p.m. EST Prize Winners will receive confirmation that they have won a prize via the email address provided in the Declaration and Release at the end of the Contest Period.

14. Once the Prize Winners are named, the Sponsor will send the Prize or the Alternative Prize if the case may be to the postal address indicated in the Participation Declaration. If for any reason, the Prize or Alternative Prize is returned to the sender or is undeliverable, the concerned Prize Winner will be contacted by email at the email address provided in the Declaration and Release. Such Prize Winner will then have seven (7) days to respond to such email and provide the correct mailing information, and if no such response is provided, the Prize Winner will be disqualified.

15. There is a limit of one (1) participation per member to the Contest and is a limit of one (1) Prize or one (1) Alternative Prize per household, namely per address.

16. If the Sponsor (a) does not receive the Declaration and release before the Deadline in accordance with the Rules or (b) the Sponsor cannot complete the required verification of the Declaration and release to the complete satisfaction of the Sponsor or (c) if the Eligible Participant fails to correctly answer the skill-testing question or (d) if the Eligible Participant cannot accept (or is unwilling to accept) the applicable Prize (as awarded) for any reason or (e) if the Eligible Participant fails to provide the required information in the Participation Declaration or (f) if the Eligible Participant is determined to be in violation of the Rules (all as determined by the Sponsor in its sole and absolute discretion); then the Eligible Participant will be disqualified (and will forfeit all rights to the applicable Prize or Alternative Prize). Then the participation of the Eligible Participant will be declared to be null and void by the Sponsor.

17. The Sponsor, its departments and agencies, parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, counsel, marketing partners, 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 and execution of the Contest (the "Released Parties") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete Participation Declaration (all of which are void).

#### VIII. VERIFICATION:

18. All Posts and Participation Declaration 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 or eligibility (in a form 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 or legitimacy of a Post or other information entered (or purportedly entered) for the purposes of this Contest; 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 the Rules. 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.

19. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor. Proof of transmission (screenshots or captures, etc.) or attempted transmission of any communication, does not constitute proof of delivery or receipt by the Sponsor.

#### IX. PRIZE CONDITIONS:

20. Each Prize or Alternative Prize must be accepted as awarded and is not transferable or assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions are permitted, except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Prize or Alternative Prize or a component thereof with a prize of equal or greater retail value. None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Prize or Alternative Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Prize or an Alternative Prize each confirmed Prize Winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if the Prize or alternative Prize or a component thereof does not prove satisfactory, either in whole or in part.

#### GENERAL CONDITIONS:

21. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THE PRESENT RULES AND REGULATIONS FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME. The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual that it deems to be in violation of the Rules. The Sponsor reserves the right to refuse participation by any person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. In its sole and absolute determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any other person.

22. The Released Parties will not be liable for: (i) any failure of any website or any platform during or after the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any information or materials whatsoever to be received, captured, recorded or function properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

23. By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with the Sponsor's privacy policy (available at: <https://www.weightwatchers.com/ca/en/privacy-policy>).

24. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

25. In the event of any discrepancy or inconsistency between the terms and conditions of the present English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, any website(s), French version of the present Rules, point of sale, television, print or online advertising or any instructions or interpretations of the present Rules given by any representative of the Sponsor, the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

26. The invalidity or unenforceability of any provision of the Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, the

Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision was not contained herein.

27. To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of the Rules or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic 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 or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) the Rules or relating to this Contest.