

**CONTEST  
INSTAGRAM****"24 days of Holiday magic"**

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**Organizer**

1. The Jean Coutu Group (PJC) inc. is the Organizer of the **"24 days of Holiday magic"** contest (the "*Contest*").

**Contest Date**

2. The Contest will run from December 1, 2020 at 10 a.m. (Eastern time) ("*Contest Start Date*") and up until January 4, 2021 at 10:59 p.m. (Eastern time) ("*Contest Close Date*").

**Eligibility**

3. The Contest is intended solely for Québec, Ontario and New-Brunswick residents who have reached the age of 16 by the Contest Opening Date.

*\*If the Entrant is a minor, as defined by the jurisdiction of the Entrant's province of residence, the signature of a parent or guardian is required to claim the prize, otherwise the minor's selected entry will be disqualified.*

4. The employees of the Organizer of all establishments affiliated or linked to the Organizer (all employees of the head office of the Jean Coutu Group and McMahan and all employees of the Jean Coutu network and of Brunet),, and also of the representatives and advertising or promotional agencies of record for the Contest (the "*Partners*") or any other stakeholder directly involved in the Contest, and the individuals living with them are not allowed to enter the Contest.

**Instagram Entry**

5. To enter the Instagram Contest, an Entrant must have an Internet access, a smartphone and an Instagram account. To enter the Contest, each Entrant must be an Instagram registered user. An Entrant without an Instagram account simply has to register and get a free Instagram account. Only one (1) Instagram account can be used for each Entrant for the duration of the Contest.

Every day between December 1, 2020 and December 24, 2020, Entrants will be able to participate in the daily draw and between December 24, 2020 and January 4, 2021, in the grand prize draw. To participate, Entrants will have to answer the question on the contest "story."

Limit of one entry per draw, per Instagram account, per person for the duration of the Contest.

6. The Entrant can only use one (1) Instagram account in this Contest. Multiple Entrants are not allowed to share the same Instagram account. In the event of a challenge to the identity of an individual who submitted an Instagram entry, the authorized account holder of the social network used to participate will be presumed to be the Entrant. "Authorized Account Holder" means the person assigned to the social network account by the provider, the online service provider or the organization responsible for assigning the relevant social network account. Selected Entrants may be required to provide evidence that they are the authorized holders of a given account.
7. The use of the same Instagram account by several Participants will disqualify the account owner.
8. The Organizers reserve the right to disqualify any person or to cancel one or more entries of any person participating in this Contest or attempting to participate in it by any means contrary to the Contest rules or likely to be unfair to other Entrants (e.g. number of entries exceeding the permitted limit, use of the same account by several Entrants on social networks, etc.). The decision of the Organizers to this effect is final and without appeal.

**Draw and Prize**

9. One (1) Instagram Entrant will be selected every day on the dates indicated in the table below using the *Fan Page application*.

All draws will take place at the Codmorse agency, located at 5333 Casgrain, suite 1204, in Montréal.

<b>DAILY DRAWS</b>					
<b>Day</b>	<b>Entry dates</b>	<b>Prizes to be won</b>	<b>Approximate prize value</b>	<b>How to enter</b>	<b>Date and time of draw</b>
1	Between December 1, 2020, at 12 p.m. and December 2, 2020, at 11h59	30 products for Avène's 30th anniversary	\$1 000	To participate, Entrants will need to vote for their preferred type of facial cleanser.	December 2, 2020 at 12 p.m.
2	Between December 2, 2020 at 12:00 a.m. and December 3, 2020 at 11:59 p.m.	Assortment of Maybelline and Essie makeup and nails products	\$300	To participate, Entrants will vote for their favorite festive nail color.	December 3, 2020 at 12 p.m.
3	Between December 3, 2020 at 12:00 a.m. and December 4, 2020 at 11:59 p.m.	Reversa facial care routine	\$259	To participate, Entrants will vote for serum or cream	December 4, 2020 at 12 p.m.

4	Between December 4, 2020 at 12:00 a.m. and December 5, 2020 at 11:59 p.m.	Lancôme classics	\$318	To participate, Entrants will vote for their favorite Lancôme mascara.	December 5, 2020 at 12 p.m.
5	Between December 5, 2020 at 12:00 a.m. and December 6, 2020 at 11:59 p.m.	Clarins care set	\$260	To participate, Entrants will vote for their favorite skincare product.	December 6, 2020 at 12 p.m.
6	Between December 6, 2020 at 12:00 a.m. and December 7, 2020 at 11:59 p.m.	A Caudalie Vinoperfect routine	\$243	To participate, Entrants will vote for the radiance serum or the radiance concentrate.	December 7, 2020 at 12 p.m.
7	Between December 7, 2020 at 12:00 a.m. and December 8, 2020 at 11:59 p.m.	Lise Watier skincare and makeup bundle	\$305	To participate, Entrants will have to vote for their absolute beauty essential.	December 8, 2020 at 12 p.m.
8	Between December 8, 2020 at 12:00 a.m. and December 9, 2020 at 11:59 p.m.	Covergril makeup set	\$300	To participate, Entrants must vote for the BB Cream or Foundation	December 9, 2020 at 12 p.m.
9	Between December 9, 2020 at 12:00 a.m. and December 10, 2020 at 11:59 p.m.	Diamonds and Ice, Please! makeup set, by NYX	\$202	To participate, Entrants will have to vote for matte or glossy lips.	December 10, 2020 at 12 p.m.
10	Between December 10, 2020 at 12:00 a.m. and December 11, 2020 at 11:59 p.m.	A set of Yves Saint-Laurent Fragrances	\$365	To participate, Entrants will have to vote for their favorite fragrance.	December 11, 2020 at 12 p.m.
11	Between December 11, 2020 at 12:00 a.m. and December 12, 2020 at 11:59 p.m.	Sally Hansen Nail Set	\$300	To participate, Entrants will have to vote for nude or showy nails.	December 12, 2020 at 12 p.m.

12	Between December 12, 2020 at 12:00 a.m. and December 13, 2020 at 11:59 p.m.	Personnelle Cosmetic's bundle	\$383	To participate, Entrants will have to vote for the glittery liner or shiny powder.	December 13, 2020 at 12 p.m.
13	Between December 13, 2020 at 12:00 a.m. and December 14, 2020 at 11:59 p.m.	Zorah Bioscosmétiques' skincare and makeup bundle	\$306	To participate, Entrants will have to vote for their favorite beauty gesture.	December 14, 2020 at 12 p.m.
14	Between December 14, 2020 at 12:00 a.m. and December 15, 2020 at 11:59 p.m.	Klorane Cornflower bundle	\$227	To participate, Entrants will have to vote for their skincare crush.	December 15, 2020 at 12 p.m.
15	Between December 15, 2020 at 12:00 a.m. and December 16, 2020 at 11:59 p.m.	Biotherm Blue Therapy and Life Plankton bundle	\$262	To participate, Entrants will have to vote for skincare's state.	December 16, 2020 at 12 p.m.
16	Between December 16, 2020 at 12:00 a.m. and December 17, 2020 at 11:59 p.m.	Gergio Armani's set of new woman Fragrances	\$353	To participate, Entrants will have to vote for their favorite perfume notes.	December 17, 2020 at 12 p.m.
17	Between December 17, 2020 at 12:00 a.m. and December 18, 2020 at 11:59 p.m.	Nail Creation nail kit	\$300	To participate, Entrants will have to vote for their favorite nail finish.	December 18, 2020 at 12 p.m.
18	Between December 18, 2020 at 12:00 a.m. and December 19, 2020 at 11:59 p.m.	NUXE skincare set	\$300	To participate, Entrants will have to vote for their essential NUXE product.	December 19, 2020 at 12 p.m.
19	Between December 19, 2020 at 12:00 a.m. and December 20, 2020 at 11:59 p.m.	Silk'n Jewel device	\$289	To participate, Entrants will have to vote for the way they keep their legs soft.	December 20, 2020 at 12 p.m.

20	Between December 20, 2020 at 12:00 a.m. and December 20, 2020 at 11:59 p.m.	Biotherm men skincare routine	\$262	To participate, Entrants will have to tell us if their man takes care of their skin.	December 21, 2020 at 12 p.m.
21	Between December 21, 2020 at 12:00 a.m. and December 22, 2020 at 11:59 p.m.	Instax mini kit from Fujifilm	\$156	To participate, Entrants will have to tell us what they would like to photograph.	December 22, 2020 at 12 p.m.
22	Between December 22, 2020 at 12:00 a.m. and December 23, 2020 at 11:59 p.m.	A Neostrata skincare routine	\$266	To participate, Entrants will have to vote for the skincare product their skin needs most right now.	December 23, 2020 at 12 p.m.
23	Between December 23, 2020 at 12:00 a.m. and December 24, 2020 at 11:59 p.m.	A CW Beggs and Sons skincare bundle	\$287	To participate, Entrants will have to vote for the skincare product that will make a man close to them the most happy.	December 24, 2020 at 12 p.m.
24	Between December 24, 2020 at 12:00 a.m. and December 24, 2020 at 11:59 p.m.	All the prizes from the Instagram contest (\$7303) + a bonus comfort prize filled with Jean Coutu's private brands (\$180,36) and a Jean Coutu gift-card (\$150)	\$7 633,36	To participate, Entrants will have to like and comment the Instagram post by telling us which Christmas gift was their best gift ever.	January 4, 2021 at 12 p.m.

### **Winner(s)**

10. Instagram Entrants will receive a notification inviting them to send their contact information to the Organizer via private Instagram message so that the Organizer can reach them.
11. To be declared a Winner, the selected Entrant must:
  - a) Contact the Organizer within 24 hours following the announcement of the winners. If the Selected Entrant has not reported within this time period, his/her entry will be cancelled, and a second Entrant will be selected, and so on up until an Entrant claims his/her prize;
  - b) Accept the Prize as described in the Contest Rules herein (the "Contest Rules"); the Prize may not be assigned, modified or redeemed in part or in whole for any amount or other consideration;
  - c) Complete and sign the Contest Waiver and Release form (the "*Form*") and return it to the Organizer within the time period shown in the email accompanying the Form. Should the Winner fail to return the Form within this time period, the Prize will be awarded to another Entrant;
  - d) Correctly answer a mathematical skill testing question on the Waiver and Release form (the "*Form*");
  - e) Accept the Prize terms and conditions.

### **General Conditions**

12. Winning probabilities are subject to the number of valid entries.
13. Information collected under this Contest will not be disclosed to Facebook in any way.
14. Should a runner-up refuse to accept the Prize, the Organizer and Partners will be released from all their obligations with respect to the Prize toward this runner-up.
15. The Organizer and Partners reserve the right, at their entire discretion, to cancel, terminate, amend or suspend, in whole or in part, the Contest should an event occur or any other human intervention corrupt or affect the Contest administration, security, objectivity or normal running as provided in the Contest Rules, subject to the approval of the Régie des alcools, des courses et des Jeux du Québec, as required. In any event, the Organizer, their subsidiaries and affiliates and the Partners will not be required to award more than one Prize or to award any prize otherwise than in compliance with the Contest Rules.
16. Any private information collected on Entrants as part of the Contest will be used solely to administer this Contest and will be subject to the Privacy Policy. No unrelated business

or other disclosure will be sent to The Jean Coutu Group (PJC) Inc., except if an Entrant has authorized The Jean Coutu Group (PJC) Inc. or their affiliates, if applicable, to do so.

17. The Organizer and Partners assume no responsibility whatsoever in all cases where their failure to act would result from an occurrence or a situation beyond their control or from a strike, a lock-out or any labour dispute in their stores, organizations or firms providing the Contest conduct services.
18. The Organizer and Partners assume no responsibility whatsoever for any problem, including but not limited to: a network or phone line, online computer system, server or supplier, hardware and/or software technical failures or any other problem resulting directly or indirectly from a virus, bug or data transmission failure.
19. When entering the Contest, the Winner authorizes the Organizer, the Partners and their representatives to use, if required, the Winners' names, pictures, images, statements with respect to the Prize, place of residence and/or voice without any form of compensation, at their discretion and without limitations as to the period of use, in any media, at a world scale, for advertising purposes or for any other purpose.
20. If a selected eligible Entrant is awarded a prize further to a mistake, a failure or a wrong system operation, or else due to a human error, the Prize will be returned to the prize lot to be awarded again.
21. If, for reasons beyond their control and unrelated to the Winners, the Organizer and Partners could not award the Prize (or a portion of the Prize) as described in the Contest Rules, they reserve the right to award as a Prize (or as a portion of the Prize) a prize of the same nature or of an equivalent value, at their own discretion, or the value of the Prize (or a portion of the Prize) in cash.
22. The Winner will hold the Organizer and Partners, their advertising and promotional agencies, employees, agents and representatives harmless against any and all accidents, damages or losses whatsoever the Winner could suffer from entering the Contest or any damages whatsoever the Winner could suffer further to the Prize acceptance and use.
23. The Contest is in no way managed, endorsed, administered or sponsored by Facebook. Any questions, complaints and comments regarding the Contest must be submitted to the Contest Organizer, and not Facebook. Facebook and their affiliated companies, directors, officers, agents and employees are not responsible for any claims related to this Contest organization. However, when entering the Contest, each Entrant accepts to comply with the use terms and conditions, contracts, other policies and/or guidelines concerning the Facebook platform and holds the Contest Organizer, any firm, company, trust or any legal entity managed by or related to them, their advertising and promotional agencies, and also their respective employees, agents and representatives harmless from any damage they could suffer due to the use of this platform.
24. The Organizer has duly paid the fees required regarding this Contest in accordance with the Act respecting lotteries, public contests and amusement machines (L.R.Q., Chapter L-6).
25. Any dispute regarding the organization or conduct of an advertising Contest may be referred to the *Régie des alcools, des courses et des jeux* (the "Régie") for settlement. Any dispute regarding a prize may be referred to the Régie solely for the purpose of settling the matter.

26. Any Participant who fails to comply with these Rules may be disqualified.
27. Any false statement from an Entrant will automatically disqualify his/her Contest entry.
28. The Organizer's and Partners' decisions are final and may not be appealed.
29. To view the Contest Rules and the list of Winners, visit [www.jeancoutu.com/concours/](http://www.jeancoutu.com/concours/).
30. The Winner may claim their Prize from the Organizer, The Jean Coutu Group (PJC) Inc.
31. In case of discrepancy between the French and English versions of the Contest Rules, the French version will prevail.