BRITA™ Gift with Purchase Terms and Conditions

Eligibility:

BRITA™ Gift with Purchase (the “Program”) is open to legal residents of Canada who are of the legal age of majority in the province or territory where they reside, whichever is older, at the time of participation. Employees of The Clorox Company of Canada, Ltd. (“Sponsor”), and their parent and affiliate companies and contractors, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee, are not eligible. Void where prohibited.

This Program is a promotional gift-with-purchase offer and is not a contest, lottery or game of chance. Rewards are made available to eligible participants. No random draw, odds of winning, or mathematical skill-testing question applies.

Timing:

The Program begins on October 5, 2026 at 12:00 a.m. Eastern Time (“ET”) and ends on December 20, 2026 at 11:59 p.m. ET, (the “Program Period”). There are 2 phases to the Program as set forth in the table below. Sponsor’s and Administrator’s servers are the official time-keeping devices for the Program.

Phase	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET
Purchase Phase	October 5, 2026	December 6, 2026
Receipt Submission Phase	October 5, 2026	December 20, 2026

How to Participate:

All of the following steps must be completed during the Program Period.

Step 1 - Make a Qualified Purchase: Make an in-store or online purchase of forty dollars (CAD $40) or more before applicable taxes, after discounts and coupons, of participating BRITA™ products in 1 transaction at a Participating Retailer during the Purchase Phase (a “Qualified Purchase”). A list of Participating Retailers is attached as Appendix A. A list of Participating Products is attached as Appendix B.

Step 2 - Register: Visit BritaPromos.ca (the “Program Site”) or scan the QR code displayed on participating in-store Program materials and follow the links and instructions to submit the online registration form, including your accurate first name, last name, valid email address, birthdate, complete Canadian home address (P.O. Boxes not permitted), telephone number and your agreement to be bound by these Terms and Conditions.

Step 3 - Upload Your “Proof of Purchase”: Upload your purchase receipt displaying your Qualified Purchase to claim a Reward.

For In-Store Purchases: Take a clear and legible photo of the 1 original receipt that displays your Qualified Purchase. The photo must display the date and time of purchase, Participating Retailer, Participating Products, prices of the Participating Products, and the total cost of all purchases made in the transaction.

For Online Purchases: Upload a clear and legible photo of the complete original receipt that displays your Qualified Purchase**.** The receipt must display the date of purchase, Participating Retailer,

Participating Products, prices of the Participating Products, and the total cost of all purchases made in the transaction. Order confirmations are not valid receipts and will not be accepted.

How To Upload: Follow the links and instructions on the Program Site to upload the photo. Photo must not be larger than 10MB and may only be 1 of the following file types: JPEG, PNG, or PDF. Each receipt or online proof of purchase may only be uploaded once. For in-store purchases, upload a clear and legible photo of the entire original receipt. For online purchases, upload a photo of the complete original receipt. The submission form confirmation page will inform participants that they will be notified within one (1) business day regarding Reward eligibility and delivery, provided that their Proof of Purchase has been successfully validated.

NOTE: Proof of Purchase documents cannot be given away, exchanged, bartered, auctioned, sold or traded, and any such Proof of Purchase documents may be void. Participation in the Program by individuals who take such actions may be terminated at Sponsor's discretion.

Upon completion of the registration form, submission of a Proof of Purchase displaying a Qualified Purchase, and agreement to these Terms and Conditions, the participant's submission will be reviewed by the Administrator. A participant is not deemed to have qualified for a Reward until the submitted Proof of Purchase has been successfully validated by the Administrator and the participant has been notified of their eligibility by email. Submission of a Proof of Purchase does not guarantee receipt of a Reward. Subject to successful validation and Reward availability, each eligible participant will qualify to receive one (1) Reward. Rewards will be allocated based on the date and time a valid submission is received and validated by the Administrator. The approximate retail value of each Reward is CAD $10. Gift card terms and conditions may apply.

Limits:

Limit of one (1) Submission and one (1) Reward per household during the Program Period. Limit of one (1) Reward per receipt. Each unique receipt or online Proof of Purchase may be submitted only once. Multiple participants are not permitted to share the same email address. Any attempt by any participant or household to obtain more than one (1) Reward by using multiple or different email addresses, identities, registrations, logins, household addresses, duplicate or fraudulent Proof of Purchase documents, or any other methods will void the applicable Reward claims and may result in disqualification. This Program cannot be combined with any other offer, discount or promotion unless expressly authorized by Sponsor.

Verification:

All Qualified Purchases, Proof of Purchase documents, submissions and participants are subject to verification at any time and for any reason. Sponsor and Administrator reserve the right, in their sole and absolute discretion, to require proof of a valid Qualified Purchase, identity, age, Canadian residency, household address and eligibility in a form acceptable to them for the purposes of verifying the eligibility or legitimacy of any submission or for any other reason deemed necessary to administer the Program in accordance with these Terms and Conditions. Failure to provide such proof to the complete satisfaction of Sponsor or Administrator within the timeline specified may result in disqualification and forfeiture of any Reward.

A Proof of Purchase or submission may be rejected if it is incomplete, illegible, altered, duplicated, fraudulent, previously submitted, does not clearly show the required Qualified Purchase, relates to products that were returned or exchanged, or is otherwise not submitted and received in accordance with these Terms and Conditions. All decisions of Sponsor and Administrator regarding verification are final and binding.

Rewards:

Each Reward consists of 1 physical ten-dollar (CAD $10) gift card for the Participating Retailer identified on the participant's validated Proof of Purchase, where that retailer gift card is available to the Program. Participants cannot choose or substitute the retailer gift card they receive. If the applicable retailer gift card is unavailable for any reason, the participant will instead receive 1 physical ten-dollar (CAD $10) prepaid Mastercard®. Sponsor will determine Reward availability and the form of Reward in its sole and absolute discretion.

Each Reward must be accepted as awarded and may not be sold, transferred, assigned or converted to cash. Sponsor reserves the right, but not the obligation, to substitute a Reward in whole or in part with a reward of equal or greater retail value if the applicable Reward is unavailable. Each Reward is subject to the terms, conditions, restrictions, limitations, expiry provisions, fees, activation requirements and other rules imposed by the applicable card issuer. Sponsor, Administrator and Reward Fulfillment Provider are not responsible for any Reward after it has been delivered, including any lost, stolen, damaged, destroyed or misused card or any unauthorized use.

Confirmation and Delivery:

The Administrator will validate the submitted Proof of Purchase and, within one (1) business day, will email the participant to confirm whether the Proof of Purchase is valid. If the Proof of Purchase is validated and deemed eligible, the participant will receive an email confirming that they have qualified and will receive their Reward within six (6) to eight (8) weeks. The Reward will be shipped by the Reward Fulfillment Provider to the participant's Canadian home address provided at registration. Delivery timelines are estimates only and may be affected by volume, postal or courier delays, card availability, technical issues, or circumstances beyond the reasonable control of the Program Parties.

No responsibility is assumed by the Released Parties for any email or Reward that is returned as undeliverable, or for any Reward after it has been sent to a participant. The Released Parties are not responsible for late, lost, stolen, damaged, destroyed, misdirected, irregular, delayed or undelivered Rewards, regardless of cause. Participants are responsible for providing a complete and accurate email address and Canadian home address. P.O. Boxes are not permitted. Questions regarding Reward fulfillment should be directed to brita@promotioncustomerservices.com.

Release:

By participating in the Program, each participant agrees to release and hold harmless Sponsor, Administrator, Reward Fulfillment Provider, the Participating Retailers, the applicable card issuers and each of their respective subsidiaries, affiliates, suppliers, distributors, contractors, advertising or promotion agencies, parent companies, and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Program and/or acceptance, possession, use, inability to use, misuse or redemption of a Reward, including any injury or harm related thereto.

General Conditions:

Sponsor's Right to Modify or Cancel: Sponsor reserves the right to cancel, suspend and/or modify the Program, including fulfillment of Rewards, where fraud, technical failure, human error, any other factor that impairs the integrity or proper functioning of the Program, or any event or cause beyond Sponsor's reasonable control interferes with any aspect of the Program, as determined by Sponsor in its sole discretion. Where any such issue occurs, Sponsor will make reasonable efforts to fulfill valid Reward claims received up to the date of the issue and/or modify the Reward offered, subject to availability and applicable law.

Sponsor's Right to Disqualify Participants: Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the registration, submission or validation process or the operation of the Program, including submitting fraudulent registrations or Proof of Purchase documents, or acting in violation of these Terms and Conditions or in an abusive, disruptive or unsportsmanlike manner. Any attempt by any person to deliberately undermine the legitimate operation of the Program may be a violation of criminal and civil law and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

No Waiver; Controlling Terms: Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision. In the event there is a discrepancy or inconsistency between any other statements contained in any Program-related materials and these Terms and Conditions, these Terms and Conditions shall prevail, govern, and control.

Limitations of the Scope of Responsibility: The Released Parties are not responsible for any incorrect or inaccurate information provided by participants or caused by printing errors or equipment or programming associated with the Program; technical failures, interruptions or disconnections; unauthorized human intervention; technical or human error in administration or processing; late, lost, undeliverable, damaged or stolen mail or shipments; delayed or misdirected registrations or submissions; failure to receive registrations or submissions; or any injury or damage to persons or property caused, directly or indirectly, in whole or in part, by participation in the Program or the receipt, use, inability to use or misuse of any Reward.

Disputes: Except where prohibited, each participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Program or any Reward shall be resolved individually, without resort to any form of class action, and exclusively by the courts sitting in the City of Toronto in the Province of Ontario; any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Program, but in no event legal fees; and under no circumstances will the participant be permitted to obtain awards for indirect, punitive, incidental or consequential damages or any other damages other than actual out-of-pocket expenses, and the participant waives all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of a participant and Sponsor in connection with the Program, shall 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 choice of law or conflict of law rules that would cause the application of the laws of another jurisdiction.

Severability: If any provision of these Terms and Conditions is found to be invalid, illegal or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law. The remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Participant's Personal Information:

Information collected from entrants is subject to Sponsor's Privacy Policy.

Program Emails:

By participating in the Program, each participant agrees to receive emails related to the Program, including registration, Proof of Purchase validation, eligibility, Reward fulfillment, customer service and administrative communications. These Program-related emails are transactional and are separate from any optional marketing consent.

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Appendix A - Participating Retailers

The following retailers in Canada are participating in the Program, including their participating banners and direct online retail channels where applicable: Metro Inc.; Loblaw Companies Limited; Sobeys Inc.; Walmart Canada; London Drugs; and Canadian Tire Corporation.

Appendix B - Participating Products

The following BRITA™ products are eligible Participating Products for this Program:

Description	Case UPC	Unit UPC	Case Pack
Denali White Pitcher	10060258508571	60258508574	2
Denali Fiery Red Pitcher	10060258507697	60258507690	2
Denali Black Pitcher	10060258360933	60258360936	2
Denali Lilac Pitcher	10060258830436	60258830439	2
Denali Black Pitcher with Elite Filter	10060258364566	60258364569	2
Slim Pitcher	10060258426295	60258426298	4
Marina Black Pitcher	10060258356592	60258356595	2
Marina White Pitcher	1006025355137	60258355130	2
Brita Huron Bright White Pitcher	10060258506911	60258506914	2
Brita Huron Fiery Red Pitcher	10060258506935	60258506938	2
Brita Huron Black Pitcher	10060258506959	60258506952	2
Brita Tahoe Mazarine Blue Pitcher with Elite Filter	10060258506904	60258506907	2
Brita Tahoe Black Pitcher with Elite Filter	10060258506898	60258506891	2
Ultramax Gray Dispenser with Standard Filter	10060258361787	60258350340	2

Ultramax Black Dispenser w/ Elite Filter	10060258362616	60258362619	2
1 Pack Pour Through Standard Filters	10060258355014	60258355017	24
3 Pack Pour Through Standard Filters	10060258355038	60258355031	8
4 Pack Pour Through Standard Filters	10060258355045	60258355048	6
5 Pack Pour Through Standard Filters	10060258360117	60258360110	6
Elite 1pk Pour Through Filters	10060258362920	60258362923	12
Elite 2pk Pack Pour Through Filters	10060258362937	60258362930	8
Elite 4pk Pour Through Filters	10060258509127	60258509120	6