



June 6, 2023

TERMS & CONDITIONS

Under the Hat social marketing campaign

Phase 1 – Social Media Program:

From June 14, 2023, to July 11, 2023, for every positive reaction (e.g. a like, share, thumbs up, hearts, hugging faces, etc.) received (each such reaction, a “Reaction” or “React”) on select Meta Platforms, Inc. posts (which includes Facebook and Instagram) and TikTok posts (the “Social Media Posts”), Alberta Milk will donate \$1.00 to Food Banks AB up to a maximum of \$50,000.

For greater certainty, Alberta Milk will donate \$1.00 to Food Banks AB for each Reaction on each Social Media Post (the same person could React to the same post on TikTok, Instagram and Facebook and still trigger a \$1.00 donation by Alberta Milk to Food Banks AB each time).

Phase 2 – Food Bank Donation Matching:

From July 12, 2023, to August 1, 2023, for every donation (a “Donation”) made to Food Banks AB directly via their website and on the Alberta Milk landing page, Alberta Milk will match (the “Alberta Milk Match”) 100% of the Donation until the Matching Donation Limit (as defined below) is met. The Alberta Milk Match is subject to an aggregate maximum amount of \$50,000 (the “Matching Donation Limit”), which amount is subject to increase by Alberta Milk in its sole and absolute discretion.