

“Bell – Olympics” Contest

Contest Rules

1. CONTEST PERIOD

The “Bell – Olympics” contest (the “**Contest**”) is run by Bell Canada (the “**Administrator**”). The Contest starts on October 27, 2025 at 12:01 a.m. (ET) and closes on November 27, 2025 at 11:59 p.m. (ET) (the “**Contest Period**”).

2. CONTEST GROUP

For the purposes of the Contest, the “**Contest Group**” is composed of the Administrator, On Location Events, LLC and The Traveller Inc. are the prize providers (the “**Prize Providers**”), together with franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest is held, as well as their respective officers, directors, employees, agents, and other representatives. The Prize Providers are not responsible for the administration of the Contest or the selection of winner.

3. ELIGIBILITY

The Contest is open to all individuals who:

reside in Yukon, Northwest Territories, British Columbia, Alberta, Saskatchewan, Manitoba, New Brunswick, Newfoundland, Nova Scotia, Ontario, Prince Edward Island or Quebec;

have reached the age of majority as of the date of entering the Contest; and

are existing Bell customers as of October 26, 2025 with an account in good standing and who either are: (i) Internet customers; (ii) TV customers; (iii) Postpaid Wireless customers; or (iv) home phone customers.

Employees, agents and other representatives of the Contest Group, as well as any person with whom they reside, are not eligible to enter the Contest.

4. METHODS OF ENTRY

4.1. To enter the Contest, you must click on the link provided to you via email by the Administrator, complete the entry form and click submit. You will then obtain one entry into the Contest. There is a limit of one (1) entry per entrant during the Contest Period. Any entrant may use only one (1) email address to enter the Contest. Duplicate entries will be void.

4.2. Although online access and an e-mail account are required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers and a number of Internet service providers and other companies offer free e-mail accounts.

5. PRIZE

5.1. Prize: There is a total of one (1) prize available to be won (the “**Prize**”). The Prize includes: round trip economy airfare for Prize winner and one (1) guest from a major airport closest to the winner’s place of residence, five (5) nights’ accommodation (based on one (1) room, double occupancy) in a hotel chosen by the Administrator at its sole discretion; tickets for Prize winner and their guest to three (3) Olympic events taking place from February 19 to February 21, 2026 in Milan, Italy; roundtrip airport transfers to and from your hotel. Approx. retail value of the Prize: \$32,000 CAD.

The Prize winner and the travelling companion are solely responsible for all costs not expressly described herein, including, without limitation, as applicable, any other transportation, taxes, fuel/currency surcharges, meals and beverages, room service, gratuities, merchandise, telephone calls, insurance, any required travel documentation, all personal expenses of any kind or nature, and any overnight layover. The Prize winner and/or the travelling companion may be required to provide a credit card at the time of check-in for security deposit/incidentals. Departure dates and accommodation are subject to availability and change without notice or compensation. The Prize winner and the travelling companion are also solely responsible for all costs incurred to and from the Departure Point as the Prize originates and terminates there. It is the sole responsibility of the Prize winner and the travelling companion to obtain all necessary travel documentation including passports and visas, and to comply with any customs and immigration requirements, as applicable. The Prize winner and their travelling companion are solely responsible for travel insurance (including medical coverage) and for complying with any travel notices/advisories. Prize winner and the travelling companion must be able to travel at the times and dates as determined by the Contest Sponsor, at its sole discretion and authority, failing which the Prize will be forfeited.

6. PRIZE DRAW

On November 28, 2025, in Mississauga in the province of Ontario, at the offices of the Administrator, one (1) entry will be randomly drawn from all entries received during the Contest Period. The one (1) entry drawn will be eligible to win the Prize.

7. ODDS OF WINNING

The odds of winning are based on the number of entries received during the Contest Period.

8. AWARDING OF PRIZES

8.1. To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Rules, first:

Answer a live phone call from the Administrator or its representatives following the selection of the entry;

Have correctly answered a mathematical skill-testing question in the declaration and release documentation; and

Sign and have witnessed the declaration and release documentation and return it to the email address indicated in the email communication for it to be received within twenty-four (24) hours following its delivery by the Administrator or its representatives.

8.2. Disqualification: If any one of the conditions mentioned in the Rules is not met, the selected entrant will be disqualified and shall not be entitled to receive any Prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential Prize winner or to cancel the Prize.

8.3. Delivery of Prizes: Following receipt of the selected entrant's signed declaration and release documentation, the Administrator or its representatives will inform the winner of the method by which they may take possession of the Prize.

9. GENERAL TERMS AND CONDITIONS

9.1. Verification of Entries: The validity of any entry is subject to verification by the Administrator. Any entries that are illegible, incomplete, fraudulent or otherwise non-compliant with the Rules will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.

9.2. Acceptance of Prize: Prize must be accepted as described in these Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in Rule 9.3.

9.3. Substitution of Prize: The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute Prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award.

9.4. Number of Prizes/Winners: By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more Prizes than the number of available Prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of Prizes claimed by entrants is greater than the number of Prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of Prizes among the correct number of winners, selected in accordance with these Contest Rules from among those entries validly submitted prior to the termination of the Contest.

9.5. Other Changes to Contest Rules: Without limiting the provisions of Rule 9.4 above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate

or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

9.6. Release and Exclusion of Liability:

By the Entrants: By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: **(i)** to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the Prize. Any entrant selected for a Prize acknowledges that upon awarding of the Prize, the obligations typically borne by the provider of services or goods become that provider's responsibility; and **(ii)** if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving their Prize. The Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

By the Winner's Guest: The winner's guest, as the case may be, will be required to sign documentation stating that they release the Contest Group and their shareholders from any and all liability of any kind arising out of their participation in, and use of, the Prize, and authorize the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use their name, photograph, image, statements regarding the Contest or the Prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

9.7. Minors: Where the guest is under the age of majority, as a pre-condition to the guest being entitled to participate in the Prize, the parent or legal guardian of the guest must consent in writing to the guest participating in the Prize and must also sign and return to the Administrator the declaration and release documentation within twenty-four (24) hours (see Rule 8.1).

9.8. Name/Image of Winners: By entering the Contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or

other representatives to broadcast, publish and otherwise use their name, photograph, image, videos, statements regarding the Contest or any Prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

9.9. Email Consent: By providing the entrant's legitimate email address as a method of entering the Contest, the entrant agrees that Bell Canada and its affiliates ("**Bell**") can send the entrant communications via electronic means, which will include information that may be of interest to the entrant regarding Bell's products and services and the products and services of Bell's third-party marketing partners. If at any time the entrant wishes to stop getting such communications, the entrant can visit bell.ca/communicationpreferences or contact Bell by mail at the Corporate Secretary's Office at 1 Carrefour Alexander-Graham-Bell, Building A-7, Verdun, Quebec, H3E 3B3 (Attention: CASL).

9.10. Personal Information: Except for the authorized use of the entrant's email address consented to above, or unless the entrant has otherwise authorized the Administrator or another entity related to the Contest to contact them, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Bell's privacy policies (available at www.bell.ca/bellprivacy), and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator.

9.11. Identity of the Entrant: For the purposes of these Contest Rules, the entrant is the person whose name appears on the email account submitted in the entry form. It is to this individual that the Prize will be awarded if selected and declared as the winner.