

LONGINES x ELLE CANADA CONTEST

RULES AND REGULATIONS

1. The *Longines x ELLE Canada* contest is held by KO Média II Inc. (hereinafter the "Contest Organizer"). It takes place in Canada, beginning May 11, 2023, and ending June 8, 2023 at 8:59 a.m HE. (hereinafter the "Contest Period"). *LONGINES* acts only as the prize supplier.

ELIGIBILITY

2. This contest is open to any Canadian resident who has reached the age of majority. Not permitted to enter this contest are agents and representatives of the Contest Organizer, affiliates, subsidiaries, their advertising or promotional agencies, partners, participating merchants, suppliers of prizes, material and services related to this contest, or any other stakeholder directly involved in the contest, and the individuals living with them, their family, their legal or common-law spouse and all persons with whom these employees, representatives and agents are domiciled.

HOW TO ENTER

3. To enter, visit our website Contest page at:
<https://www.ellecanada.com/contests>
4. **NO PURCHASE REQUIRED.** Enter by completing the entry form on the website address given above, in Article 3, between May 11, 2023 at 9:00 a.m (EST) and June 8, 2023 at 8:59 a.m (EST).

Entrants must respect the contest end date mentioned below, otherwise the Contest Organizer reserves the right to cancel one or more of their entries.

Limit of one entry per person, and one email address per person.

PRIZES

To be won:

Two LONGINES watches, valued at \$7550:

- **LONGINES SPIRIT ZULU TIME - L3.812.4.93.2, \$3,850.00 CAD**

Historically, Longines has accompanied legendary pioneers as they conquer air, land and sea. Today, the winged hourglass brand has drawn inspiration from this heritage to create the Longines Spirit collection. This collection links history with innovation by combining references to the glory days of aviation with present-day aesthetic and technical requirements. These resolutely contemporary timepieces

are a testimony to the pioneering spirit that has inspired the brand since its earliest days. A glowing tribute to these exceptional men and women who, by a record, an exploit or a display of courage, have left their mark on history - pushing new generations to surpass themselves.

Dimension: 42.00 mm

Movement Type: Automatic

Thickness: 13.90 mm

Dial colour: Sunray blue

• **THE LONGINES MASTER COLLECTION - L2.409.4.87.0, \$3,700.00 CAD**

Longines has been producing exceptional timepieces since 1832. The Longines Master Collection, launched in 2005, is fitted with self-winding movements and the various models in this collection offer many special features. The Longines Master Collection brings together the classical elegance and excellent quality which never cease to delight those who appreciate exceptional timepieces.

Dimension: 34.00 mm

Movement Type: Automatic

Thickness: 11.10 mm

Dial colour: White mother-of-pearl

The following conditions apply:

- a) The prize is non-refundable, non-transferable and non-exchangeable.

RANDOM DRAW

5. A random draw will be held at the offices of KO Média II Inc., located at 651 Notre-Dame Ouest, bureau 100, in Montreal, on June 9, 2023 at 10 a.m. (EST). The draw of one (1) contest-entry form from all of the entry forms received in compliance with Article 3 will be held on the contest end date in order to award the prize mentioned above.
6. Limit of one prize per person per household. The odds that the entry form of an entrant will be randomly drawn depends on the number of entry forms received in compliance with these rules and regulations.

CLAIMING THE PRIZE

7. In order to be declared a winner, any person selected must:
 - a) be the age of majority in their province of residence (thus 18 or over if they reside in Canada);
 - b) confirm their acceptance of these rules and regulations; and
 - c) confirm that they comply with these rules and regulations; and

- d) complete and sign the declaration and release of liability (hereinafter the “Declaration Form”) that they will be sent and return it to the Contest Organizer no later than five (5) days after the mailing date according to the manner of returning it set out by the Contest Organizer; and
- e) respect all the conditions that apply to the prize and these rules and regulations.

Failing to respect one of the conditions mentioned in the paragraph above, or any other conditions set out in these rules and regulations, will cancel the selection of the person and they will not receive the prize.

GENERAL CONDITIONS

- 8. **Non-compliant entry.** The Contest Organizer reserves the right to disqualify any person or cancel one or more entries from any person entering this contest or trying to enter this contest by a means contrary to these rules and regulations or of a nature that’s unfair to other entrants (e.g., use of entry forms obtained from an unauthorized source, entries that exceed the permitted limit). This person may be referred to the relevant legal authorities.
- 9. **Acceptance of the prize.** Any prize must be accepted as described in these rules and regulations and may not be transferred to another person, substituted for another prize or exchanged in whole or in part for money, subject to what is set out in the paragraph below.
- 10. **Prize substitution.** In the event that, for reasons unrelated to the winners, the Contest Organizer cannot give out a prize (or a portion of a prize) as set out in these rules and regulations, it reserves the right to give out a prize (or a portion of the prize) of the same nature or an equivalent value or, at its sole discretion, the prize value in cash (or a portion of the prize value) as indicated in the rules and regulations.
- 11. **Refusal to accept a prize.** The refusal of any person randomly drawn to accept a prize according to these methods frees the Contest Organizer of any obligation related to the prize and this person.
- 12. **Limit of liability – use of the prize.** Any person selected releases the Contest Organizer, its affiliated and related companies, its advertising and promotional agencies, its employees, agents and representatives from any liability for any damage they may suffer as a result of the acceptance or the use of their prize. In order to be declared a winner and prior to obtaining the prize, any selected person must agree to sign, if required, a Declaration Form to this effect.
- 13. **Responsibility of the suppliers.** Any person selected for a prize recognizes that, as of the confirmation that they have won their prize (by letter or otherwise), the execution of the services related to this prize becomes the sole and exclusive responsibility of the supplier of the prizes or services. A declaration to this effect will be included in the Declaration Form.

Limit of liability – operation of the contest. The Contest Organizer, its affiliated and related companies, its advertising and promotional agencies, its employees, agents and representatives disclaim any and all liability for the malfunction of any computer

component, software or communication line with respect to any failed transmission, incomplete, incomprehensible or erased by any computer or any network including by telephone, and which may limit the possibility of or prevent any person from entering the contest. The Contest Organizer, its affiliated and related companies, its advertising and promotional agencies, its employees, agents and representatives also assume no responsibility for any damage or loss that may be caused, directly or indirectly, in whole or in part, by downloading any web page, any software or any form and by the transmission of any information to enter in the contest.

14. **Modification.** The Contest Organizer and partners reserve the right, at their sole 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 Contest Organizer, its affiliated and related companies, its advertising and promotional agencies, the suppliers of products or services related to this contest and their employees, agents and representatives, their subsidiaries and affiliates and partners will not be required to award more than one prize or to award any prize other than in compliance with the contest rules.
15. **Impossibility to act – labour dispute.** The Contest Organizer, its affiliated and related companies, its advertising and promotional agencies, its employees, agents and representatives assume no responsibility whatsoever in all cases where their failure to act is a result of an occurrence or a situation beyond their control or a strike, a lock-out or any labour dispute in their establishments, organizations or firms providing the contest conduct services.
16. **Limit of liability – entry.** By entering or attempting to enter this contest, any person releases the Contest Organizer, its affiliated and related companies, its advertising and/or promotional agencies, its employees, agents and representatives from any and all liability for any damages they may suffer due to their entry or attempt to enter the contest.
17. **Authorization.** When entering the contest, any prize winner authorizes the Contest Organizer, its partners and their representatives to use, if required, the winner's name, picture, image or statements with respect to the prize, their 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.
18. **Communication with the entrants.** No communication or correspondence will be made with the entrants as part of this contest except for with the persons selected for a prize.
19. **Decisions of the Contest Organizer.** Any decisions by the Contest Organizer and its representatives related to this contest are final and may not be appealed, subject to any decision of the Régie des alcools, des courses et des jeux du Québec related to any question under its jurisdiction.
20. **Dispute.** Any dispute regarding the organization or conduct of an advertising contest may be referred to the Régie des alcools, des courses et des jeux for settlement. Any dispute regarding a prize award may be referred to the Régie solely for the purpose of settling the matter.

21. If an article in these rules and regulations was declared or judged illegal, unenforceable or invalid by an authority with jurisdiction then that article would be considered invalid and unwritten, but all other articles would not be affected and would be enforced within the permitted limits. and authorized by law.
22. **Copy of the rules and regulations.** The contest rules and regulations are available on request to KO Média II Inc.
23. **Language.** In case of discrepancy between the French and English versions of the Contest Rules, the English version will prevail.