

Starbucks for Life Merrython
Member Game Official Rules - Canada

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Starbucks for Life Merrython (the "Promotion") includes the following:

- (A) An instant win game ("Instant Win Game") and a sweepstakes ("Sweepstakes") that randomly award "Prizes" (see Section 4 for details on the Instant Win Game and Sweepstakes and Section 7 for available Prizes); and
- (B) A "Merrython Game" (see Section 8 for details).

The Promotion is open only to legal residents of Canada who are at least eighteen (18) years old and who are members of the Starbucks® Rewards loyalty program at the time of entry ("Entrant(s)"). Starbucks Partners (employees) are eligible to win only certain Instant Win Game Prizes (they can win Stars and Starbucks gift cards) but are not eligible to win the Sweepstakes Prizes; immediate family (spouse, parents, siblings, and children) and household members of Starbucks Coffee Canada, Inc. employees are eligible to win all Instant Win Game Prizes but are ineligible to win the Sweepstakes Prizes. Employees of Merkle Inc. ("Administrator"), and any of their direct or indirect parent and affiliate companies, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. Employees of Aeroplan Inc., Air Canada, and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to win the Aeroplan points Grand Prize. The Promotion is subject to all applicable federal, provincial, municipal, territorial, and local laws and regulations and is void where prohibited. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a Prize is contingent upon fulfilling all requirements set forth herein.

By entering the Promotion, each eligible Entrant acknowledges and agrees that the Promotion is in no way sponsored, endorsed, administered by, nor is associated with Aeroplan®, its parent company Air Canada®, and each of their respective subsidiaries and affiliates, and that Starbucks Coffee Canada, Inc. is fully responsible for the conduct and administration of the Promotion, including the selection of winners and the distribution of Prizes.

2. Sponsor: Starbucks Coffee Canada, Inc., 5160 Yonge St Suite 1700, Toronto, ON M2N 6L9, Canada. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A.

3. Timing: The Promotion begins on December 8, 2025 at 4:00 a.m. Pacific Time ("PT") and ends on January 4, 2026 at 11:59 p.m. PT (the "Promotion Period").

- A "Day" begins at 12:00 a.m. PT and ends at 11:59 p.m. PT, except the first day which begins at 4:00 a.m. PT and ends at 11:59 p.m. PT.
- A "Week" begins each Monday and ends the following Sunday.

For the Sweepstakes, there are four (4) weekly entry periods (each a "Weekly Entry Period"), as outlined below:

Weekly Entry Period	Start Date at 12:00 a.m. PT (unless otherwise noted)	End Date at 11:59 p.m. PT	Drawing Date
1	December 8, 2025 at 4:00 a.m. PT	December 14, 2025	December 15, 2025
2	December 15, 2025	December 21, 2025	December 22, 2025
3	December 22, 2025	December 28, 2025	January 5, 2026

4	December 29, 2025	January 4, 2026	January 5, 2026
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Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter for a Chance to Win Prizes:

Register for this Promotion: During the Promotion Period, visit starbucksforlife.ca ("Promotion Site") and sign into your Starbucks Rewards account ("Account").

Earn/Receive Instant Win Game Prize Plays: You can earn/receive Instant Win Game prize plays (each a "Prize Play") throughout the Promotion Period by the methods set forth below. Once earned Prize Plays are deposited into your Account you can redeem them to play the Instant Win Game at any time during the Promotion Period, except Prize Plays earned for the method outlined below in Section 4(A), which these Prize Plays expire at the conclusion of the applicable Week.

- (A) Each Week, visit the Promotion Site and sign into your Account and you will receive one (1) Prize Play deposited into your Account and you will also receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing. As mentioned above, these Prize Plays expire at the conclusion of the applicable Week. *NOTE: Starbucks Partners are not eligible to receive Sweepstakes entries.*
- (B) You can earn additional Daily Prize Plays (each Day) by taking the actions outlined below. There are two (2) ways to earn Daily Prize Plays, as outlined below: *(NOTE: These Prize Plays do not expire until the end of the Promotion).*

(1) Make a Qualifying Starbucks Purchase, as a Starbucks Rewards member, using a payment method linked to your Account (either a registered Starbucks card ("Card") or other payment linked method) or by scanning your Starbucks® app ("App") prior to checkout: During the Promotion Period, make an instore Starbucks purchase (excluding delivery orders) using a Starbucks Card or other payment method linked to your Account in the App or by scanning your Starbucks App to pay at any participating Starbucks store in Canada (herein a "Qualifying Purchase"). You will receive one (1) Prize Play deposited into your Account.

(2) Enter without Making a Purchase ("Alternate Method Request"): During the Promotion Period, to receive a Prize Play without making a purchase, visit the Promotion Site and follow the links and instructions to complete and submit the Alternate Method Request entry form which includes providing your first and last name, and valid email address associated with your Account and submitting answers to the questions. You will receive one (1) Prize Play deposited into your Account.

Limit: Each Entrant may earn one (1) Prize Play and one (1) Sweepstakes entry each Week during the Promotion Period by visiting the Promotion Site and registering or logging in. Each Entrant may earn up to two (2) additional Prize Plays per Day during the Promotion Period by either making up to two (2) Qualifying Purchases; or up to two (2) Alternate Method Requests; or any combination of these two methods for a total of two (2) Prize Plays per Day.

Earn Bonus Prize Plays: You may receive bonus Prize Plays either by completing the "Weekly Challenges" listed below or by making an Alternate Method Request (as described above in Section 4(B)(2)) and selecting the particular Weekly Challenge for which you would like to apply the Alternate Method Request. You may only receive one (1) bonus Prize Play for completing each Weekly Challenge (or by making an Alternate Method Request) during the specific Week, as outlined below. Once a Weekly Challenge is completed, visit the Promotion Site and "claim" the Prize Play. *(NOTE: These Prize Plays do not expire until the end of the Promotion).*

Week each Weekly Challenge is Available	Weekly Challenges
Week 1	<p>Link your Starbucks Rewards Account with your Aeroplan account (“Aeroplan Account”) by following the prompts available. Then, make a Qualifying Purchase during Week 1. If you are already linked, make a Qualifying Purchase during Week 1.</p> <p>If you do not have an Aeroplan Account, you may open one for free. Creating an Aeroplan Account is subject to the terms and conditions and privacy policies: Aeroplan Program General Terms and Conditions and Privacy Policy.</p>
Week 2	Purchase as many seasonal menu item(s) that are indicated on the Promotion Site at a participating Starbucks store. You can purchase items in one or more transactions. Products and categories as defined by Menu section in the Starbucks app.
Week 2	As indicated on the Promotion Site, either make a Qualifying Purchase on Saturday or Sunday during Week 2 or make a Qualifying Purchase on Saturday and Sunday during Week 2.
Week 3	Make the number of Qualifying Purchase(s) after 12:00 p.m. local time (as indicated on the Promotion Site) on separate weekdays (Monday through Friday) during Week 3.
Week 3	Purchase a protein beverage or protein cold foam the number of times indicated on the Promotion Site during Week 3.
Week 4	Make two (2) Qualifying Purchases at two (2) different participating Starbucks locations during Week 4.
Week 4	Purchase any food or beverage from the following list as many times that are indicated on the Promotion Site at a participating Starbucks store: Mocha, Macchiato, Bakery Item, or Treat. Product availability varies by store. Products and categories as defined by Menu section in the Starbucks app.

NOTE: Each Qualifying Purchase made during the Promotion Period will automatically be applied (a) to earn a Daily Prize Play and (b) towards completing any applicable Weekly Challenge for Bonus Prize Plays.

Prize Play Limits: Limits for earning/receiving Prize Plays are listed above.

How to Play the Instant Win Game: Each Prize Play earned/received will be deposited into your Account. During the Promotion Period, sign into your Account and follow the links and instructions to click on the “Start” button. Next, follow the instructions to choose an avatar and a city from the selections on the Promotion Site. Then, you must either click on the “Let’s go!” button to play the Merrython Game (see Section 8) or click on the “Skip game” button. Once you complete the Merrython Game or click on the skip button, the results of the Instant Win Game will be displayed. You will receive either an Instant Win Game Prize (see Section 7) or a lose message where you have not won an Instant Win Game Prize. If you are a potential winner of a Prize, you will be provided directions for validation. All potential winners are subject to verification before any Prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Multiple Entrants are not permitted to share the same email address or Account. Each Entrant is limited to only one (1) Account. Any attempt by any Entrant to obtain more than the stated number of Prize Plays/Sweepstakes entries by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that Entrant's plays/entries and that Entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to the identity of any Entrant, Sponsor and Administrator will rely on the information submitted by the Entrant to register for this Promotion and used to enroll in the Starbucks® Rewards loyalty program. If any additional information provided by Entrant is inconsistent with the information provided at registration for this Promotion or enrollment into Starbucks® Rewards loyalty program, Sponsor and/or Administrator may disqualify such Entrant, and such disqualification may result in the forfeiture of any Prizes won. Sponsor, in its discretion, may require additional documentation from Entrant to show proof of Entrant's identity.

5. Sweepstakes/Instant Win Game Functionality: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners for each are final and binding in all matters related to the Promotion. For the Sweepstakes: Administrator will randomly select each potential Weekly Entry Period winner from all eligible entries received during the applicable Weekly Entry Period at 9:00 a.m. PT on the dates listed in Section 3 above in Southfield, MI, U.S.A. Non-winning Weekly Entry Period entries will not carry over into subsequent Weekly Entry Periods. For the Instant Win Game: There will be 390,900 computer-generated and randomly seeded winning times throughout the Promotion Period for all of the Instant Win Game Prizes. For the Glass Starbucks® Bearista Cold Cup Prize, there will be 1,900 computer-generated and randomly seeded winning times throughout the Promotion Period. See Section 7 below for quantities of Instant Win Games Prize awarded per Week. If you are the first player to play the game at or after one of the randomly seeded times, you will be a potential instant winner of the Prize indicated.

6. Verification of Instant Win Game, and Sweepstakes Winners: All potential winners are subject to verification by Sponsor or Administrator. An Entrant is not a winner of any Prize, even if the Instant Win Game or Sweepstakes should so indicate, unless and until Entrant's eligibility and the potential winning play/entry has been verified and Entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

Receiving a Prize is contingent upon compliance with these Official Rules. Potential winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of Prize fulfillment within three (3) days of the date notice or attempted notice is sent, in order to claim the Prize. Each potential Sweepstakes Prize winner (parent/legal guardian if winner is a minor in their place of residence) will be sent an email to the email address associated with their Account and required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator, within three (3) days of the date notice or attempted notice is sent, in order to claim the Prize. Each potential winner of any Prize will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a Prize within the time frame indicated. If the question is answered incorrectly, the Prize will be forfeited. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole discretion, to administer an alternate skill testing question as it deems appropriate based on the circumstances, to address disability issues and/or to comply with applicable law.

If a potential winner of any Prize cannot be contacted or fails to sign and return the Declaration or any requested information, or correctly answer the skills testing questions within the time frame requested, potential winner forfeits the Prize. In the event that a potential winner of a Prize valued

over \$25.00 is disqualified for any reason, Sponsor will award the applicable Prize to an alternate winner by random drawing from among all eligible entries. There will be three (3) alternate drawings after which the applicable Prize will remain unawarded. Unclaimed Prizes valued at or less than \$25.00 will not be awarded.

7. Prizes:

Sweepstakes Prizes:

FOUR (4) STARBUCKS FOR LIFE GRAND PRIZES (one (1) Starbucks for Life Grand Prize awarded per Weekly Entry Period): "Starbucks for Life" is fulfilled as a daily credit to winner's Account for 30 years for one (1) free food or standard menu beverage item redeemable at participating Starbucks stores in Canada. Food and beverage credits expire daily. At any time during the 30-year period, Sponsor may pay the remaining credit balance to the winner as a cash payment, to be reasonably determined by Sponsor, in satisfaction of the Prize award. The first daily credit will be loaded to each Grand Prize winner's Account on or around February 6, 2026. Winner must present a Starbucks Card registered to their Account to redeem the free food or beverage item. Credits are non-transferable and will expire at 11:59 p.m. PT of each day and will not accumulate in the winner's Account. Approximate Retail Value ("ARV"): \$70,518.00 each.

FOUR (4) AEROPLAN POINTS GRAND PRIZES (one (1) Aeroplan points Grand Prize awarded per Weekly Entry Period): One hundred thousand (100,000) Aeroplan points and a \$10,000 check each. Aeroplan points Prizes must be accepted as awarded. Aeroplan points have no cash value but are redeemable under the Aeroplan program for flights and other rewards. Points expire December 31, 2026. The retail value of rewards obtained using Aeroplan points will vary depending on a range of factors including the type of reward issued, see details here: [https://www.aircanada.com/ca/en/aco/home/aeroplan.html#/. Aeroplan points may be redeemed only in accordance with the General Terms & Conditions of the Aeroplan program. Full terms and conditions of the Aeroplan Program are available online at https://www.aircanada.com/ca/en/aco/home/aeroplan/legal/terms-and-conditions.html. ARV: \\$13,000.00.](https://www.aircanada.com/ca/en/aco/home/aeroplan.html#/)

For each Sweepstakes Prize: Odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the applicable Weekly Entry Period. Starbucks Card and Starbucks Account terms and conditions apply. Limit: One (1) Sweepstakes Prize per person per person.

Instant Win Game Prizes:

Prize	ARV	Week 1 Quantity	Week 2 Quantity	Week 3 Quantity	Week 4 Quantity	Prize Limit
200 Stars	\$7.02	300	250	250	200	One (1) per person
200 Stars (100 Stars doubled to 200 Stars)	\$7.02	450	375	375	300	One (1) per person
100 Stars	\$3.51	600	500	500	400	One (1) per person
50 Stars (25 Stars doubled to 50 Stars)	\$1.76	1,500	1,250	1,250	1,000	One (1) per person
25 stars	\$0.88	45,000	37,500	37,500	30,000	One (1) per person

						per Week
20 Stars (10 Stars doubled to 20 Stars)	\$0.70	6,000	5,000	5,000	4,000	One (1) per person
10 Stars	\$0.35	60,000	50,000	50,000	40,000	One (1) per person per Week
Tall beverage item; brewed hot or cold coffee or tea coupon	\$2.73	1,200	1,000	1,000	800	One (1) per person
Bakery item coupon	\$3.82	300	250	250	200	One (1) per person
A \$5 Starbucks eGift card	\$5.00	1,200	1,000	1,000	800	One (1) per person
A \$10 Starbucks eGift card	\$10.00	150	125	125	100	One (1) per person

Prize	ARV	Total Quantity	Prize Limit
A Glass Starbucks® Bearista Cold Cup	\$43.95	1,900	One (1) per person

Odds of winning depend on the date/time of entry, the number of Prizes remaining available at the time of entry and number of eligible Instant Win Prize Plays received.

For All Prizes: Terms and conditions of coupons apply, and all coupons are valid for 30 days from claim date. Claim by January 25, 2026. Starbucks eGift Card and Starbucks Account terms and conditions apply. Stars accumulated under the Starbucks Rewards loyalty program are promotional and have no cash value; Stars awarded in this Promotion have value in the Starbucks Rewards loyalty program when awarded. Where applicable, Prize style, size, product color, and all other details will be determined by Sponsor in its sole discretion. No cash equivalent unless required by law and all Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize or Prize component for one of equal or greater value if the designated Prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with Prize receipt and/or use. Tax compliance is the sole responsibility of winner. TOTAL ARV OF ALL PRIZES: \$706,687.

8. How to Play the Starbucks for Life Merrython Runner Game: During the Promotion Period, visit the Promotion Site and follow the links and instructions to play the Starbucks for Life Merrython runner Game. Instructions on how to play the Starbucks for Life Merrython runner Game can be found on the Promotion Site. The Starbucks for Life Merrython runner Game is for fun only and there is no limit to the number of times you may play the Starbucks for Life Merrython runner Game each Day.

9. Release: By entering the Promotion, Entrants agree to release and hold harmless Sponsor, Administrator, Aeroplan Inc., Air Canada and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective 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 Promotion and/or acceptance, use, inability to use, misuse or redemption of any Prize (including any injury or harm related thereto).

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Promotion, including but not limited to fulfillment of the Prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify the Prizes offered herein and to award the Prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion, including but not limited to submitting fraudulent Prize Plays, or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information either caused printing errors or by any of the equipment or programming associated with or utilized in the Promotion or provided by Entrants; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (3) unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt, use, inability to use, or misuse of any Prize. If for any reason an Entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Sweepstakes entry or Prize Play, if possible.

13. Disputes: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of Washington or the appropriate Washington state court located in King County, Washington; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain

awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Washington, without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Washington.

14. Entrant's Personal Information: Information collected from Entrants is subject to the [Sponsor's Privacy Policy](#).

15. Winner List: See the [winner list](#) for Promotion winners. The winner list will be posted after winner confirmation is complete.

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