



PRIME RETURNS CONTEST

from **MERCK ANIMAL HEALTH**

OFFICIAL RULES

1. The **Prime Returns Contest** (the "Contest") is organized by Intervet Canada Corp., doing business in Canada as Merck Animal Health (hereinafter the "Contest Sponsor"). The Contest starts on January 1st, 2026, and ends on December 31st, 2026 (the "Contest Period").

Eligibility

2. The Contest is open to cattle operations ("Operations") located in Canada. Employees, representatives and agents of the Contest Sponsor, its affiliated companies, its advertising or promotional agencies, its promotional and contractual partners, and government officials, if any, involved in the administration or registration of the Contest, and persons domiciled with the aforementioned persons and members of the immediate family (father, mother, siblings and children, regardless of their place of residence) of the aforesaid persons are not eligible in regard to the Contest.

Prizes

3. One (1) prize is available to be won, consisting of a Allflex® AWR300 Stick Reader of an approximate retail value of one thousand two hundred Canadian dollars (CAD \$1,200) (the "Prize"). The odds of winning a prize depend on the number of eligible entries submitted and received in accordance with these official Contest rules (the "Rules").

How to Enter

4. Limit of one (1) participation per eligible Operation for the duration of the Contest Period. An eligible Operation may enter via one of the following methods:
 - 4.1 Through the Prime Returns program: To obtain one (1) participation to the Contest, register the Operation to the Prime Returns program via the program's website. Participants will have to provide the Operation's contact information (representative's name and the Operation's email address, telephone number, province/territory and postal code) and submit their invoice(s).
 - 4.2 NO PURCHASE NECESSARY: Purchase is not required and does not enhance a participating Operation's chance of winning.
 - a) To obtain one (1) participation, before the end of the Contest Period, join the Merck Animal Health Mailing List by completing the form on the Prime Returns program's website to provide the name of the Operation's contact information (representative's name and the Operation's email address, telephone number, province/territory and postal code).

You understand that you may unsubscribe to the Merck Animal Health Mailing List at any time. Unsubscribing during the Contest Period will not remove your participation in the Contest or influence your chances of winning the Prize.

5. No other form of participation is valid other than as stated above. Multiple participating Operations may not share the same email address. A potential winner may be requested to provide the Contest Sponsor with proof that they are the authorized account holder of the email address associated with the participation.

Draw

6. A random draw will take place on or around January 29, 2027, at 12 p.m., at the head office of the Contest Sponsor located at 16750 Trans-Canada Hwy, Kirkland, Quebec, H9H 4M7, Canada from among all eligible participations submitted during the Contest Period (the "Draw Date").
7. In order for any participating Operation to be declared a winner and claim a prize, a representative of any participating Operation that has been selected must:
 - a) successfully be reached by e-mail by the Contest Sponsor or their agents, depending on the participating Operation's method of entry, within five (5) business days of the draw;
 - b) complete and sign a *Declaration & Release Form* and return it to the specified address, within ten (10) calendar days following receipt of the document;
 - c) correctly answer, unaided, a time-limited, mathematical skill-testing question included on the *Declaration & Release Form*.
8. In the event of failure of a participating Operation to comply with any of the conditions listed above, or any condition specified in these contest rules, then such Operation will be disqualified (and will forfeit all rights to the Prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion, to conduct a new draw in accordance with the present Rules in order to award the Prize, and this until a participating Operation is declared a winner.
9. Following confirmation of the winner by the Contest Sponsor, the Contest Sponsor will contact them to arrange delivery of the Prize won. The Contest Sponsor is not responsible for Prize once it has been shipped. The Prize will only be awarded to the Operation whose name, address and valid e-mail address, or Business Facebook Page, as applicable, is associated with the entry in question. Prizes will be delivered to confirmed winning Operation's place of business, as provided via the *Declaration & Release Form*. Prize must be shipped to a Canadian address. Contest Sponsor will not deliver to a P.O. Box. Please allow two (2) weeks for delivery. By accepting a Prize, the confirmed winning Operation agrees to waive all recourse against the Released Parties (defined below) if the Prize does not prove satisfactory, either in whole or in part.

General Terms and Conditions

10. The information provided by entrants must be complete and accurate. The Contest Sponsor will not be held responsible for any late, misdirected or incomplete entries. Any entry that is incomplete, mutilated, reproduced or transmitted late will be disqualified and will not be eligible for the selection of winning Operation. Except as otherwise expressly provided herein, the decisions made by the Contest Sponsor in this regard are final and without appeal.
11. The Contest Sponsor reserves the right to disqualify any participating Operation or to cancel one or more entries from any Operation participating in this Contest or attempting to participate using means that violate these rules or likely to be unfair to other entrants. Such a Operation may be reported to the relevant legal authorities. Except as otherwise provided herein, the decisions made by the Contest Sponsor in this regard are final and without appeal.
12. **WARNING:** ANY ATTEMPT BY A PARTICIPATING OPERATION OR ANY OTHER INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.
13. The prize must be accepted as is. NO SUBSTITUTION OF PRIZES IS PERMITTED, EXCEPT AT THE SOLE DISCRETION OF THE CONTEST SPONSOR. THE CONTEST SPONSOR RESERVES THE RIGHT TO SUBSTITUTE THE PRIZE WITH ANOTHER PRIZE OF EQUAL OR GREATER VALUE. THE PRIZE IS NOT TRANSFERABLE OR REDEEMABLE FOR CASH, IN WHOLE OR IN PART.
14. None of the Released Parties (defined below) make any representation or offers any warranty, express or implied, as to the quality or fitness of the prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winning Operation understands and acknowledges that it may not seek reimbursement or pursue any legal or equitable remedy from either the Contest Sponsor or any of the other Released Parties should the prize or any portion thereof fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a prize, each confirmed winning Operation agrees to waive all recourse against the Contest Sponsor and all the other Released Parties if the prize does not prove satisfactory, either in whole or in part. Each such confirmed winning Operation acknowledges and agrees that its recourse regarding the prize, once delivered, shall be limited to the prize issuer.
15. Entrants agree to abide by the terms of these Contest rules and the decisions of the Contest Sponsor, which shall be final and without appeal, except as otherwise provided herein. This Contest is subject to all applicable laws. By entering, entrants release and hold harmless the Contest Sponsor, its advertising agencies and respective affiliated companies, directors, officers, employees and agents (the "Released Parties") from any liability for any injuries, loss or damage whatsoever arising from or in connection with the Contest, the entrant's participation therein or the prize.
16. By entering the Contest, participating Operations represent and warrant that their participation is compliant with any applicable professional and/or ethical obligations (such as obligations relating to conflicts of interest and independence), and that their participation in the Contest and/or the attribution of the prize is not an incentive or reward for prescribing, administering, recommending, purchasing, paying for, reimbursing, authorizing, approving or supplying any product or service sold or provided by the Contest Sponsor, or to obtain any other improper advantage for the Contest Sponsor.
17. By entering the Contest, entrants agree to the disclosure of their Operation name and place of business, without any further compensation or notice, for advertising, marketing or informational purposes in any media or format (including the Internet and social media) in connection with this Contest or future similar contests.
18. All entries become the property of the Contest Sponsor. No correspondence will be exchanged with the entrants, except with those who have been selected as a potential winner of a prize.
19. For the purposes of these rules, the entrant is the participating Operation whose business information appears in the participation. It is this Operation to whom the Prize will be awarded in accordance with these Contest Rules.
20. The Released Parties will not be liable for: (i) any failure of a webpage, website or online form during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any entry, and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website, postal service delays or disruption; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or potential winner; and/or (vi) any combination of the above.
21. The Contest Sponsor reserves the right, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Contest Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by the Contest Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsor reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident or any administrative or other error of any kind, or for any other reason whatsoever. The Contest Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.
22. This Contest is organized and held by Merck Animal Health. Any questions, complaints or comments regarding the Contest should be submitted to Merck Animal Health.

Privacy/Transparency

23. Personal information is collected by the Contest Sponsors about representatives of participating Operations for the sole purpose of administering this Contest. No other informational or marketing communications will be received by the participating Operations or their representatives, unless they have given explicit consent to receive such communications, namely as part of one of the methods of entry. For further information on how Merck Animal Health collects, stores and uses personal information, visit <https://www.msprivacy.com/ca/en/>.