



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”), BC Dairy will donate \$1.00 to Food Banks BC up to a maximum of \$50,000.

For greater certainty, BC Dairy will donate \$1.00 to Food Banks BC 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 BC Dairy to Food Banks BC 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 BC directly via their website and on the BC Dairy landing page, BC Dairy will match (the “BC Dairy Match”) 100% of the Donation until the Matching Donation Limit (as defined below) is met. The BC Dairy Match is subject to an aggregate maximum amount of \$50,000 (the “Matching Donation Limit”), which amount is subject to increase by BC Dairy in its sole and absolute discretion.

51386140.2