

## **Numeris Establishment Survey Contest – Official Rules**

### **1. Sponsor**

The Establishment Survey contest (the “**Contest**”) is sponsored by Numeris (“**Numeris**” or the “**Sponsor**”).

### **2. Contest Period**

The Contest begins at 12:00 a.m. (Eastern Time) on May 1, 2026 and ends at 11:59 p.m. (Eastern Time) on May 31, 2026 (the “Contest Period”).

### **3. Eligibility**

- a. The Contest is open to legal residents of Canada, excluding Yukon, Northwest Territories, and Nunavut, who are the age of majority at the time of entry, and who provide a valid email address.
- b. The following individuals are not eligible to participate: current employees or former employees (within the past five (5) years), officers, directors, agents, or representatives of Numeris, NLogic Inc., The Logit Group Inc., any radio station or broadcaster, any television station or broadcaster, any advertising agency, any satellite radio company, any audio streaming service, or any video streaming service, and the immediate family members or household members of any such individuals. “Immediate family” is defined as parents, siblings, children, spouse or partner or anyone with whom any of the above are domiciled.

### **4. How to Enter – No Purchase Necessary**

There are two (2) methods of entry. All eligible entries have an equal chance of winning. Limit one (1) entry per person, regardless of method of entry.

- a. *Survey Entry*: During the Contest Period, complete the Numeris Establishment Survey and provide a valid email address.
- b. *No-Purchase Entry*: Email a minimum 500-word original and unique essay on the history of the Canadian media industry to [numeris.research@numeris.ca](mailto:numeris.research@numeris.ca) no later than 11:59 p.m. (ET) on May 31.

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) submit more than one (1) entry; and/or (ii) use multiple names and/or identities to enter or otherwise participate in or to disrupt this Contest; then they may be disqualified from the Contest in the sole and absolute

discretion of the Sponsor. In addition, any entries that are late, incomplete, illegible, fraudulent, or otherwise non-compliant may be disqualified at the Sponsor's sole discretion.

## **5. Prizes**

There are twenty (20) prizes available to be won. Each prize consists of one (1) CAD\$250 Amazon Canada electronic gift card, with an approximate retail value of CAD\$250 each. The total approximate retail value of all prizes available to be won is CAD\$5000 (20 X \$250).

Prizes must be accepted as awarded and are non-transferable and non-exchangeable.

## **6. Odds of Winning**

The odds of winning depend on the total number of eligible entries received during the Contest Period.

## **7. Draw Date and Winner Selection**

A random draw will be conducted by the Sponsor, on or about 1:00 pm, Eastern Time, June 2<sup>nd</sup>, 2026 from among all eligible entries received during the Contest Period to select twenty (20) potential winners.

## **8. Winner Notification and Claim Conditions**

Selected entrants will be notified by email only at the email address provided at the time of entry within five (5) business days following the draw. To be declared a winner, a selected entrant must, within five (5) business days of notification:

- a. correctly answer, unaided, a mathematical skill-testing question administered by the Sponsor;
- b. confirm eligibility and acceptance of the prize; and
- c. sign a Declaration and Release form that will be sent by email and return it, duly completed to the Sponsor. The Declaration and Release requires a potential winner to confirm acceptance of the prize as awarded, agreement to be bound by the Contest Rules, eligibility to participate in this Contest and compliance with these Rules and to release Sponsor, its affiliates, subsidiaries, divisions, and suppliers of prizes, materials or services related to this Contest, and all of their respective employees, directors, officers, agents, successors and assigns from any liability and damages which could arise out of or are in any way related to the Contest and from the awarding, receipt, possession and/or use or misuse of the prize.

If a selected entrant does not respond within the required timeframe, fails to correctly answer the skill-testing question, declines the prize, refuses to sign the Declaration and Release, or is determined to be ineligible, the selected entrant will be disqualified and the prize may be forfeited and awarded to an alternate entrant selected by random draw.

Numeris shall have no obligation to contact selected entrants by any means other than email, nor to attempt contact more than once.

## **9. Skill-Testing Question**

As a condition of winning and in compliance with Canadian law, each selected entrant must correctly answer, without assistance, a mathematical skill-testing question at the time of prize confirmation. Failure to do so will result in disqualification.

## **10. Québec Residents**

Residents of Québec may participate in the Contest. The Contest is not subject to authorization or supervision by the Régie des alcools, des courses et des jeux. Any litigation respecting the conduct or organization of the Contest may be submitted to the competent courts of Québec, and any litigation respecting the awarding of prizes may be submitted to the court having jurisdiction over the amount claimed.

## **11. General Conditions**

- a. Numeris reserves the right to verify the eligibility of entries and entrants. Numeris, its affiliates, and their respective officers, directors, employees, and agents are not responsible for lost, late, misdirected, incomplete, or corrupted entries, or for any technical failures of any kind.
- b. Numeris reserves the right to cancel, modify, or suspend the Contest, subject to applicable law, if any factor interferes with the proper conduct of the Contest, including fraud, tampering, technical failures, or human error.
- c. By participating, entrants agree to be bound by these Rules and the decisions of Numeris, which are final and binding in all matters relating to the Contest.
- d. Failure to comply with any of the above conditions or otherwise with the Rules, will result in the disqualification of the selected entrant (and, if disqualified, the forfeit of all rights to the prize). In this event, a new random draw from the remaining valid entries received will be performed to award the prize and the entrant selected must be able to be reached by email within five (5) days of the new draw, failing which another draw will be held within a subsequent equal timeframe up until such a time as all prizes are awarded.

- e. In the event that, for reasons beyond its control and not related to the winners, the Sponsor is unable to award a prize as described in these Rules, it will substitute a prize of similar nature and equal or greater value.
- f. Sponsor and its respective employees, agents and representatives may not be held liable for late, lost, delayed, not received, damaged, misdirected, incomplete, stolen, fraudulent, or illegible entries (all of which shall be automatically void and not eligible for a prize). Sponsor reserves the right to void any entry and/or cancel or modify the Contest in whole or in part (without notice to entrants individually) if, in its sole discretion, it determines that for any reason (such as tampering or any other cause beyond its control) the Contest is not capable of running as originally planned, fraud, human, or any other causes or occurrences have compromised the administration, safety, fairness or integrity of the Contest. Any person entering this Contest or trying to do so by any means which go against the intention of these Rules and which would be unfair to the other participants will be automatically disqualified and Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.
- g. The Contest is void where prohibited by law and is subject to all federal, provincial, and municipal laws and regulations. Subject to the provisions applicable to Quebec residents, any dispute arising hereunder shall be adjudicated in the applicable court in Toronto, Ontario.