

LG MATCH DAY HEROS UPGRADE CONTEST RULES AND REGULATIONS ("Official Rules")

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS CONTEST IS SUBJECT TO ALL APPLICABLE FEDERAL, PROVINCIAL, AND MUNICIPAL LAWS AND REGULATIONS AND IS VOID WHERE PROHIBITED BY LAW. PARTICIPATION IN THIS CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT WITH AND ACCEPTANCE OF THESE OFFICIAL RULES.

The LG Match Day Heros Upgrade Contest (the "Promotion") is sponsored by LG Electronics Canada. ("LGE") and administered by The T1 Agency Ltd. operating as T1 (the "Promotion Organizer").

(1) CONTEST PERIOD: The LG Playoff Contest (the "Contest") begins at 9am ET on June 5, 2026 and ends at 11:59PM ET on July 26, 2026 (the "Contest Period").

(2) ELIGIBILITY: The Contest is open to legal residents of Canada who are nineteen (19) years of age or older at the time of entry (each an "Entrant"). Employees and the immediate families (including those with whom they are domiciled) of LG Electronics Canada Inc. ("LG Canada" or "Contest Sponsor"), and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, and their advertising and promotional agencies (altogether the "Released Parties") are not eligible to enter the Contest.

(3) HOW TO ENTER: NO PURCHASE NECESSARY. During the Contest Period, each Entrant must complete the following steps in order to obtain one (1) entry into the Contest (each an "Entry" and collectively "Entries"):

- Visit [LG's Sponsorship](#) page to access the Contest entry form and complete all required fields, including submitting a minimum of two photos of the Entrant's footy hub, showcasing the space and reason for the nomination on the Contest entry page:

Tell us about your hub! Share your hub's story. The more detail, the better. Here are a few things to cover:

Origin story: How did your hub start? Was it a spontaneous gathering that grew into something bigger?

Traditions & rituals: What matchday customs have become part of your culture? Your crew: Who shows up, and how did this group come together? Why does it deserve an LG technology upgrade?

Upload at least 2 photos, with a maximum of 6 photos:

Show us your hub at its best! Submit photos that capture your space set up and ready for matchday! Think screens, appliances, seating, decorations, and any theming that makes your hub uniquely yours and candid shots of your crew in the moment.

1. Picture 1: Show us your crew! A selfie of you and the community you gather with on match days

2. Pictures 2-6: Show us your footy hub! Include the decorations, layout, appliances/electronics that make up your Match Day viewing.

Submitted materials may be used for marketing purposes, see Section 6 for details.

The community hub being featured can be your personal home/property or a public place such as restaurant, community center etc. The entry form is hosted and managed by the Promotion Organizer on behalf of the Contest Sponsor. All entries are received and processed by the Promotion Organizer on behalf of the Contest Sponsor.

- If you nominate yourself, you will have a chance to win the Prize.
- If you nominate your community hub, you will have a chance to win the Prize for your community hub. The owner of the community hub must agree to the Contest rules and regulations and also agree to be nominated and receive the prize if their establishment is chosen by LGE.

There is a limit of one (1) Entry per person during the Contest Period.

BY SUBMITTING AN ENTRY, YOU AGREE THAT YOUR ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE SPONSOR WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY AND THE SPONSOR SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.

ENTRY must:

- NOT contain material which is (or promoting activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing; any off-label use, or material that contains any derogatory references to Sponsor; or any third parties.
- not contain any inappropriate (in the sole discretion of Sponsor) clothing or adornment.
- not contain the last name, phone number(s), address, or email address of any person, including the entrant.
- not contain or otherwise make available any unsolicited or unauthorized advertising, “commercial pitch,” promotional materials, junk mail, spam, pyramid schemes, or any other form of solicitation.
- not contain or transmit any materials that contain software viruses or other computer code, files or programs designed to impair, limit, interfere with or cause harm to any communications network operated by any of the Released Parties or the computers of any individual or entity participating in or otherwise associated with the Contest.
- Be entirely original to the Entrant and must NOT contain anything that infringes or that may infringe anyone’s rights, including intellectual property rights.
- NOT have been previously submitted to another contest, broadcast on a media network or submitted to any entertainment entity that would conflict with this Contest, as determined in the Contest Entities’ sole discretion.
- NOT include third party names, brand names, trademarks, logos, insignia, location signage, photographs, artwork, or sculpture, except for those belonging to Sponsor or TFC.
- Be submitted only once.
- NOT be created using AI.
- Show only people who have consented to be in the Entry. If any minors appear, Entrant must have obtained consent of minor’s guardian in order to be present in the photo Entry.
- Include an exclusive right to use, reproduce, modify, display, publish, and copyright any photographs taken in connection with the Entry.

An Entry will be declared invalid if it is incomplete, damaged, irregular, or mechanically or electronically reproduced. If it is discovered by the Contest Sponsor (using any evidence or other information made available to, or otherwise discovered by, the Contest Sponsor) that any person has used or attempted to use multiple names, identities, email addresses, and/or any automated, macro, script, robotic, or other system(s) or program(s) to enter the Contest more than once or to otherwise participate in or disrupt this Contest, they may be disqualified from the Contest, and any future contests of the Contest Sponsor, in the sole discretion of the Contest Sponsor.

The Contest Sponsor reserves the right, in their sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an Entrant's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary, in their sole discretion, for the purposes of administering this Contest in accordance with these Official Rules. Failure to provide such proof to the satisfaction of the Contest Sponsor in a timely manner may result in disqualification of the Entrant, in the sole discretion of the Contest Sponsor.

(4) PRIZES: There is one (1) prize (each a "Prize" and collectively the "Prizes") available to be won during the Contest Period. The Prize consists of:

- One (1) prize package, where the Winner will select up to three (3) LG products from a selection of products (at the sole discretion of LG Canada) with an approximate retail value up to \$10,000.

A Winner is not entitled to any difference between the actual value of the Prize and the approximate retail value stated herein. Each Winner must follow all directions of the Contest Sponsor with respect to the Prize or any aspect thereof. Failure to do so may result in termination of participation, or continued participation, in the Prize or any aspect thereof. Each Prize must be accepted as awarded without substitution and is not transferrable, refundable, for resale or convertible to cash. The Contest Sponsor reserves the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value, without notice or liability. In the event that a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash or otherwise. All incidental costs and expenses associated with a Prize that are not specifically referred to herein are not included and are the sole responsibility of each Winner. Winner must accept Prize upon delivery which must be scheduled within 30 days of Winner Selection. The odds of winning a prize depend on the number of entries received.

(5) WINNER SELECTION: At approximately 1:00 p.m. on July 30th, 2026, one (1) entry will be selected (each, a "Selected Entrant") by a panel of judges (the judges will be selected by LG Canada), based on the criteria of Community and Atmosphere and Visual Presentation of their entry. Judging criteria is outlined below:

Community & Atmosphere (50 points)

- Evidence of a passionate, inclusive fan group.
- Creative decorations, matchday traditions or unique hub rituals
- Compelling story, how long the hub has existed and who attends

Visual Presentation (50 points)

- Quality and authenticity of submitted photos
- Hub set-up, theming and overall visual appeal
- Space clearly designed and arranged for group viewing

The judging panel is coordinated and facilitated by the Promotion Organizer on behalf of the Contest Sponsor. Winner notification will be carried out by the Promotion Organizer on behalf of LG Canada. The selection will take place at the head office of LG Canada, or such other location in Ontario as the Contest Sponsor may determine. There is a limit of one (1) Prize per Selected Entrant.

Each Selected Entrant for a Prize will be notified of their selection by the contact information provided on the Contest entry form. If a Selected Entrant cannot be contacted or fails to respond within forty-eight (48) hours of the first attempt of contact by the Contest Sponsor, they will be considered to have forfeited their Prize and will be disqualified and another Entrant may be selected from the remaining eligible Entries until such time as contact is made with a Selected Entrant or there are no more eligible Entries, whichever comes first. The Contest Sponsor will not be responsible for failed attempts to contact any Selected Entrant.

(6) CLAIMING YOUR PRIZE: To be declared a winner ("Winner"), the Selected Entrant and if applicable, owner of the community hub must accept and sign the Contest Sponsor's Declaration, Release and Waiver form (the "Release Form") confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, commitment to an PR interview that is an hour in duration done virtually with LG Canada's IAT for distribution, exclusive right to use, reproduce, modify, display, publish, and copyright any photographs taken in connection with the Contest and releasing the Released Parties from any liability in connection with the Prize or the Contest. The Release Form process may be administered by the Promotion Organizer on behalf of the Contest

If a Selected Entrant does not meet all of the Contest requirements, fails to correctly answer the mathematical skill-testing question, or does not sign and return the Release Form to the Contest Sponsor within the time-frame specified, that Selected Entrant will forfeit their Prize and the Contest Sponsor shall be entitled (but not obligated) to select another Entrant from the remaining eligible Entries until such time as contact is made with an Entrant or there are no more eligible Entries, whichever comes first. This process may continue until each Prize has been awarded or there is insufficient time to permit the awarding of any Prize. The Contest Sponsor is not responsible, whether as a result of human error or otherwise, for any failure to contact any

Selected Entrant. The Contest Sponsor will contact the Winner following receipt of their signed Release Form to arrange for delivery of the respective Prize.

(7) GENERAL RULES: In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of a Released Party regarding the Contest, these Official Rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Official Rules shall prevail, govern, and control.

(8) INDEMNIFICATION: By submitting an Entry into this Contest, each Entrant confirms his or her understanding of and compliance with these Official Rules. Each Entrant, and their representatives, heirs, next of kin, or assignees ("Entrant's Representatives"), hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss, or damage of any kind to the Entrant, Entrant's Representatives or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity. The Entrant and Entrant's Representatives agree to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without limitation.

(9) LIMITATION OF LIABILITY: None of the Released Parties assumes any liability for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or for any technical or human error which may occur in the processing of Entries, the selection of the Winner or for any printing or other errors in any Contest materials. The Released Parties assume no responsibility for any error, omission, tampering, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction, or authorized access to, or alteration of Entries. The Released Parties are not responsible for any problems, viruses, or technical malfunction of any telephone network or lines, computer on-line systems, servers or providers, third party software or platforms, computer equipment, software, failure of email or Direct Messaging on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to an Entrant's or to any other person's computer, mobile device, or other device or equipment related to or resulting from participating or downloading materials in the Contest.

None of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an Entrant's or any other person's computer, mobile device, or other device or equipment resulting from an Entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

(10) CONTEST ADMINISTRATION: All decisions regarding the Contest remain with the Contest Sponsor. While the day-to-day administration of the Contest is carried out by the Promotion Organizer on behalf of the Contest Sponsor, all final decisions remain solely with the Contest Sponsor. The Contest Sponsor is not liable for any acts or omissions of the Promotion Organizer in connection with the administration of the Contest.

The Contest Sponsor reserves the right, in their sole discretion, to disqualify any individual found to be in violation of these Official Rules. The Contest Sponsor reserves the right to refuse an Entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website, or undermine the administration, security, or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Contest Sponsor reserves the right to seek damages and/or other relief (including legal fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying Entrants from this and future contests of the Contest Sponsor. In their sole determination, the Contest Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's associated Entries. The Contest Sponsor reserves the right, in their sole discretion, to terminate or suspend the Contest should fraud, virus, bugs, or other reasons beyond the control of the Contest Sponsor corrupt the security, proper play, or administration of the Contest.

(11) PRIVACY AND PUBLICITY RIGHTS: By accepting a Prize, each Winner agrees to allow LG Canada and its respective subsidiaries and affiliates, promotional and advertising agencies and representatives the right to use their name, biographical information, image, photos, and/or likeness and statements for programming, promotion, trade, commercial, advertising, and publicity purposes in connection with this Contest, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web, and Internet, without notice, review, or approval and without additional compensation, except where prohibited by law.

The Contest Sponsor respects your right to privacy. Personal information collected from Entrants will only be used by the Contest Sponsor to administer the Contest and, only if consent is actively given at the time of entry, to provide Entrants with information regarding upcoming promotions and/or events from the Contest Sponsor. For more information regarding the manner of collection, use, and disclosure of personal information by LG Canada, please refer to the privacy policy available at https://www.lg.com/ca_en/privacy/#tabs-privacy-policy.

(12) TRADEMARKS: All trademarks are the property of their respective owners.

(13) GOVERNING LAW: The Contest shall be governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein. Without limiting the generality of the foregoing, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations as between any person and/or Entrant and the Contest Sponsor in connection with the Contest shall be governed by and construed and interpreted in accordance with the internal laws of the Province of Ontario, Canada, including the procedural provisions of those laws, without giving effect to any choice of

law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The Contest Sponsor and all Entrants hereby attorn to the jurisdiction of the courts of that Province, sitting in the City of Toronto, Ontario, in respect of the determination of any matter, issue, or dispute arising under or in respect of these Official Rules and/or the Contest and agree that any such determination shall be brought solely and exclusively before such courts.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.