

## CONTEST RULES

### Online contest "Give Baby a Winning Start"

#### 1. CONTEST PERIOD

- 1.1 The contest opens on March 31, 2026, 12:00 a.m. (EST), and entries will be accepted until June 30, 2026, 11:59 p.m., (EST) (hereinafter referred to as the "Contest Period").
- 1.2 The random draw will take place on Monday, July 13, 2026, at 3:00 p.m. (EST), at the head office of Kaleido Growth Inc., located at 1035 Wilfrid-Pelletier Avenue, Suite 500, Quebec City, Quebec G1W 0C5.

#### 2. HOW TO ENTER

- 2.1 To enter the "Give Baby a Winning Start" contest, participants must complete the online entry form available at <https://www.kaleido.ca/en/contest/stroller-contest/> and be 18 years of age or older (for Quebec residents) or 19 years of age or older (for New Brunswick residents).
- 2.2 A duly completed entry form entitles the participant to one chance to win (one entry in the draw). A participant can get a second chance to win if they sign up for the Kaleido mailing list by checking the corresponding box on the contest entry form. Participants are not required to subscribe to the mailing list in order to take part in the contest.
- 2.3 To enter the contest without completing the online entry form, eligible participants must legibly handwrite their full name, complete address, telephone number, and the date, and mail everything in an envelope with sufficient postage to the following address:

To the person in charge of the random draw  
"Give Baby a Winning Start" Contest  
Kaleido Growth Inc.  
1035 Wilfrid-Pelletier Avenue, Suite 500  
Quebec City, Quebec G1W 0C5

Completed entries must be received **by the last business day of the contest**, i.e., by June 30, 2026, or they will be deemed invalid. Entries obtained in this way are subject to the same provisions that apply to other entries. Mechanical reproductions are not accepted.

- 2.4 No purchase necessary.

#### 3. PARTICIPATION TERMS AND CONDITIONS

- 3.1 The contest is open to Quebec residents aged 18 and over, and to New Brunswick residents aged 19 and over.

- 3.2 Employees, directors and other mandataries of Kaleido Growth Inc. and the Kaleido Foundation, scholarship plan representatives and regional managers for Kaleido Growth Inc., members of the committee that oversees the random draw, as well as their immediate family members (parents, siblings, children and spouses) and persons residing with them are not authorized to enter this contest.
- 3.3 The odds of winning a prize are based on the number of valid entries received during the **Contest Period**. Each entry made in accordance with paragraphs 2.1, 2.2 and 2.3 is considered a valid entry.
- 3.4 Entries are limited to one entry per person per entry method.

#### **4. PRIZE DESCRIPTION**

- 4.1 The prize (hereinafter referred to as the "**Prize**") consists of one **(1) Thule Urban Glide 3 2-in-1 set (valued at \$1,299.90 + taxes) AND a contribution of one thousand dollars (\$1,000) deposited directly into an IDEO+ RESP account in the name of a beneficiary designated by the winner (subscriber).**
- 4.2 In the event that Kaleido Growth Inc. is unable to deliver the Thule Urban Glide 3 2-in-1 set (e.g., model discontinued by the manufacturer), the winner may elect to receive the equivalent value (\$1,299.90 + taxes) in cash or in an IDEO+ RESP account in the name of a beneficiary designated by the winner.
- 4.3 In the event that the winner does not wish to receive the Thule Urban Glide 3 2-in-1 set, an amount of \$1,000 will be deposited in the IDEO+ RESP account in the name of the beneficiary designated by the winner.
- 4.4 If the winning customer does not have an IDEO+ RESP account, a new IDEO+ account must be opened in order to deposit the prize money.
- 4.5 The contribution must remain in the customer's RESP account until the beneficiary is eligible for post-secondary education. This contribution will not become the sole property of the winner until that time.
- 4.6 In the event that it is no longer possible to deposit an additional amount into a beneficiary's account (for example, if the total contribution limit of \$50,000 per beneficiary has been reached), a cash amount of \$1,000 will be given directly to the beneficiary chosen by the subscriber.

#### **5. AWARDING OF THE PRIZE**

- 5.1 During the random draw, one (1) winner will be selected from all entries received during the **Contest Period** from Kaleido participants residing in Quebec and New Brunswick.
- 5.2 Kaleido Growth Inc. will contact the winners by phone or e-mail within fifteen (15) business days of the draw.
- 5.3 To be declared a winner, the participant must correctly answer a simple mathematical question. If the designated winner is unable to correctly answer the mathematical skill-testing question or cannot be reached within fifteen (15) business days of the draw date, their entry will be cancelled, and another entry will be drawn at random until all prizes have been awarded.
- 5.4 Should the winner be unable to reach the person in charge of the draw by phone or e-mail, they may claim their prize by writing to:

Kaleido Growth Inc.  
1035 Wilfrid-Pelletier Avenue, Suite 500  
Quebec City, Quebec G1W 0C5

or

The winner may contact Kaleido Growth Inc. by e-mail at [info@kaleido.ca](mailto:info@kaleido.ca) within fifteen (15) business days after being contacted.

- 5.5 The Thule Urban Glide 3 2-in-1 set will be delivered to the winner's home, free of charge.
- 5.6 It typically takes 4 to 6 weeks after opening of the account, if applicable, for the \$1,000 RESP to be deposited into the beneficiary's account.

## 6. OTHER TERMS AND CONDITIONS

- 6.1 By participating in this contest, the winner authorizes Kaleido Growth Inc. and the Kaleido Foundation to use their name and/or image, including their photo and/or voice, and place of residence (city and province only) for advertising purposes related to this contest, without compensation. Participants who do not wish to be publicly identified are free to decline the prize.
- 6.2 Subject to paragraph 6.1, personal information, such as mailing address, phone number, e-mail address and age, is collected solely for the purpose of administering this contest and shall not be used for any other purpose without consent. By providing this information, participants agree to its use for the purposes indicated on the registration form.
- 6.3 The winner will be required to sign a document attesting to their eligibility and compliance with these rules and must return it, according to the instructions received by e-mail or phone, within the time period clearly indicated on the document.
- 6.4 Each winner releases Kaleido Growth Inc. and the Kaleido Foundation from any liability for damages or losses stemming from participation in this contest or from the awarding, acceptance or use of the **Prize**, as the case may be.
- 6.5 The **Prize** must be accepted as awarded and cannot be exchanged, sold or transferred. No substitution or extension will be granted. The Prize cannot be redeemed for cash.
- 6.6 Refusal to accept the **Prize** releases Kaleido Growth Inc. and the Kaleido Foundation from any liability or obligation toward the winner.
- 6.7 Kaleido Growth Inc. will not be responsible for any breakage, loss or additional delay following the mailing of the Thule kit, if applicable. A confirmation of mailing will be provided to the winner, if applicable.
- 6.8 Contest participation implies acceptance of these rules, which shall be applied by Kaleido Growth Inc. All decisions by the latter are final.
- 6.9 Kaleido Growth Inc. and/or the Kaleido Foundation reserve the right to suspend the contest and/or modify its conditions without prior notice.
- 6.10 All virtual entry forms received will remain the property of Kaleido Growth Inc. and the Kaleido Foundation and will not be returned to participants.

- 6.11 This contest and its rules are subject to the laws in effect in the Province of Quebec and shall be interpreted pursuant thereto.
- 6.12 The contest rules are available online at <https://www.kaleido.ca/documents/stroller-contest-rules.pdf> and can be obtained upon written request sent to:

Kaleido Growth Inc.,  
1035 Wilfrid-Pelletier Avenue, Suite 500  
Quebec City, Quebec G1W 0C5

*Kaleido Growth Inc., distributor and manager of the scholarship plans promoted by the Kaleido Foundation.*