

AXE Back to School Contest

Official Rules

Agreement to Be Legally Bound by These Official Rules. By participating in the AXE Back to School Contest (the “Contest”), you signify that you have read, understood, and agree to be legally bound by these official rules (the “Rules”).

Key Dates

The Contest begins on July 11, 2026, at 12:00 a.m. Eastern Time (“ET”) and ends on September 30, 2026, at 11:59 p.m. ET (the “Contest Period”). All entries must be received during the Contest Period and in accordance with these Rules.

Eligibility

The Contest is open only to legal residents of Canada who have reached the age of majority in their province or territory of residence at the time of entry. Employees, representatives, or agents of the Sponsor, the Administrator, their respective parent companies, affiliates, subsidiaries, advertising and promotional agencies, participating retailers, and any other party involved in the development or administration of the Contest, and those living in the same household, whether related or not, are not eligible to participate. The Contest is subject to all applicable federal, provincial, and municipal laws and regulations.

How to Participate

No purchase is necessary to enter or win. During the Contest Period, eligible participants may enter the Contest using one of the following methods.

Purchase Entry: During the Contest Period, purchase any two Participating Products (listed in Appendix A) in a single transaction from a participating retailer in Canada (a “Qualifying Purchase”). Participating retailers are listed in Appendix B, and are subject to change without notice. After making a Qualifying Purchase, visit AXEContest.ca (the “Website”) (also accessible by scanning the QR code displayed on in-store displays promoting the Contest) and follow the on-screen instructions to complete the entry form. Participants must provide their full name, mailing address, valid email address, and upload a clear and legible image of their original purchase receipt showing the retailer name, date of purchase, and qualifying products purchased, and transaction total. Upon successful submission and validation of the receipt by the Administrator, the participant will receive one (1) entry into the Contest. Limit of one (1) entry per person per day and a maximum of five (5) entries per person during the Contest Period, regardless of method of entry. Each purchase receipt may only be submitted one (1) time and will only qualify for one (1) entry.

No Purchase Entry: To enter without making a purchase, visit the Website during the Contest Period and follow the instructions to complete the online entry form. Participants must answer a brief survey question and submit a fifty (50) word original statement describing why they enjoy AXE products, and mail it to: AXE Back to School Contest c/o TOPBOX Marketing, 33 Melford Dr, Unit 6, Scarborough, ON M1B 2G6 (a “Request”). No purchase entries must be submitted no later than September 25, 2026 at 4:00 p.m. ET to allow sufficient time for verification and processing prior to the draw date. (the “No Purchase Entry Submission Deadline”). Any no purchase entries submitted after this deadline will

be void. Upon verification of eligibility and compliance with these Rules, the participant will receive one (1) entry into the Contest.

Limits and Conditions

There is a limit of one (1) entry per person per day during the Contest Period, regardless of method of entry. Each purchase receipt may only be submitted once. Multiple participants are not permitted to share the same email address. Entries that are incomplete, illegible, late, lost, misdirected, delayed, or otherwise not in compliance with these Rules may be disqualified at the sole discretion of the Sponsor or Administrator.

Verification

All entries, receipts, and participants are subject to verification at any time and for any reason. The Sponsor and Administrator reserve the right to require proof of identity, age, residency, eligibility, and proof of purchase in a form acceptable to them. Receipts must be original. Illegible, altered, duplicated, or fraudulent receipts will be void. Failure to provide satisfactory proof within the timeframe specified by the Sponsor or Administrator may result in disqualification.

Prizes

There is a total of one thousand and five (1,005) prizes available to be won in the Contest, consisting of five (5) grand prizes and one thousand (1,000) secondary prizes.

Grand Prizes: There are five (5) grand prizes available, each a “Grand Prize” and each consisting of one gaming console system as follows:

Grand Prize 1: one (1) PlayStation®5 Disc Console Slim system with an approximate retail value (“ARV”) of CAD \$750;

Grand Prize 2: one (1) PlayStation®5 Disc Console Slim system with an approximate retail value (“ARV”) of CAD \$750;

Grand Prize 3: one (1) Xbox Series X ® with an approximate retail value (“ARV”) of CAD \$770;

Grand Prize 4: one (1) Nintendo Switch™ 2 with an approximate retail value (“ARV”) of CAD \$630; and

Grand Prize 5: one (1) Nintendo Switch™ 2 with an approximate retail value (“ARV”) of CAD \$630.

The total approximate retail value of all Grand Prizes is approximately CAD \$3,500. In the event that any listed Grand Prize is discontinued or unavailable at the time of purchase, the Sponsor reserves the right to substitute the prize with a comparable item of similar specifications and equal or greater value. Grand Prize winners will not have the option to select their preferred console model. The specific console awarded will be determined solely by the Sponsor.

Secondary Prizes: There are one thousand (1,000) secondary prizes available to be won (each, a “Secondary Prize”), each consisting of one (1) CAD \$15 digital gaming gift card. Available options include Nintendo eShop ®, PlayStation ® Store, Roblox ®, and Xbox ® digital gift cards. Confirmed Secondary Prize winners will be required to select their preferred available digital gift card option as part of the winner verification and declaration process. Secondary prizes will be delivered electronically via email to the address provided at the time of entry, following completion of the winner confirmation process. All digital gift cards are subject to the terms and conditions of the applicable issuer. The total approximate retail value of all prizes available to be won is approximately CAD \$18,500. Prizes must be accepted as awarded and are not transferable, assignable, or convertible to cash, except at the sole discretion of the Sponsor.

Winner Selection

On October 7, 2026, at approximately 10:00 a.m. ET in Toronto, Ontario, potential winners will be selected by random draw from among all eligible entries received during the Contest Period. The first five (5) eligible entries drawn will each be eligible to receive one (1) grand prize. The next one thousand (1,000) eligible entries drawn will each be eligible to receive one (1) secondary prize. The odds of winning depend on the total number of eligible entries received during the Contest Period. In the event that a selected entrant is disqualified or deemed ineligible or cannot be contacted within five (5) business days by Sponsor or an agent of Sponsor notifying a potential winner that they have been selected, an alternate entrant will be selected by random draw from the remaining eligible entries, and the applicable prize tier will be preserved

Confirmation and Delivery

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES. The Administrator will attempt to contact

each selected participant by email within five (5) business days of the draw date. Before being declared a winner, each selected participant must correctly answer, without assistance of any kind, a time-limited mathematical skill testing question administered by email. The selected participant may also be required to sign and return a declaration and release form within the time specified. If a selected participant cannot be contacted, fails to respond, fails to correctly answer the skill testing question, or otherwise fails to comply with these Rules, that participant may be disqualified, and an alternate participant may be selected. Grand Prizes and Secondary Prizes are expected to be delivered within approximately four (4) to six (6) weeks following completion of the winner selection and confirmation process after the Contest Period has ended.

General Conditions

In the event of any discrepancy or inconsistency between these Rules and any promotional materials, including but not limited to point of sale materials, digital advertising, or the Website, the terms and conditions of these Rules shall prevail. The Sponsor reserves the right, in its sole discretion, to cancel, suspend, or modify the Contest or amend these Rules at any time if any factor interferes with the proper conduct of the Contest.

Without limiting any of the foregoing, by accepting a Prize, the applicable winner hereby: (i) confirms that they have read, understood and are in compliance with these Rules; (ii) grants all consents required, and authorizes the Sponsor to publish, reproduce and/or otherwise use their name, address, voice, statements about the Contest and/or photograph or other likeness in perpetuity throughout the world without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet; (iii) accepts the applicable Prize as awarded; (iv) releases the Released Parties from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; and (v) agrees to indemnify the Released Parties against any and all claims, damages, liabilities, costs, and expenses arising from any use in accordance with these Rules of their Entry or any portion(s) thereof.

This Contest is subject to all applicable federal, provincial/territorial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest, including without limitation the eligibility of entrants or any Contest-Related Information, are final and binding on all entrants without right of appeal.

ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

All Contest-Related Information becomes the property of the Sponsor. The Released Parties will not be liable for: (i) any failure of the Contest Website or any other any website or platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Contest-Related Information, winner notification message 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; (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 eligible winner; and/or (vi) any combination of the above.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend the Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of the 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 the Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend the Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. The 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.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance of any entrants, Contest-Related Information and/or other information with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Rules then, in addition to having the right to terminate the Contest immediately, in its sole and absolute discretion, the Sponsor reserves the right to conduct a random drawing from amongst all eligible Prize claimants whose claims have not yet been redeemed to award the correct number of Prizes at the applicable prizing level (as stated in these Rules). The Prizes may stop being awarded in the event the Sponsor becomes aware of such an error. In no event will the Sponsor be liable to award more than the number of Prizes (at any prizing level), as provided in these Rules.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with the Sponsor's privacy policy (available at: <https://www.unilevernotices.com/privacy-notices/canada-english.html>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

Privacy

Personal information collected in connection with this Contest will be used solely for the purpose of administering the Contest and fulfilling the Prizes, in accordance with the Sponsor's privacy policy available at <https://www.unilevernotices.com/canada/english/privacy-notice/notice.html> and applicable Canadian privacy legislation. Sponsor may, at Sponsor's exclusive option, use a third-party processor or platform ("Platform") for the purposes of ingesting and processing receipts as part of the submission process. By participating in the contest, you agree to Sponsor's use of the Platform which may involve the processing of personal information you provide in your submission.

Governing Law

These Rules are governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein.

Appendix A – Participating Products

- The following AXE branded products are eligible Participating Products:

Format	Description	UPC
Antiperspirant Stick 14g (T&T)	AXE Phoenix Antiperspirant Stick 14g (T&T)	79400412935
Antiperspirant Stick 76g	AXE Apollo Antiperspirant Stick 76g	79400264558
Antiperspirant Stick 76g	AXE Dark Temptation Antiperspirant Stick 76g	79400020864
Antiperspirant Stick 76g	AXE Phoenix Antiperspirant Stick 76g	79400551108
Body Spray 113g	AXE Anarchy Female Body Spray 113g	79400197474
Body Spray 113g	AXE Anarchy Male Body Spray 113g	79400197481
Body Spray 113g	AXE Apollo Body Spray 113g	79400264411
Body Spray 113g	AXE Black Body Spray 113g	79400641670
Body Spray 113g	AXE Cool Ocean Body Spray 113g	79400489142
Body Spray 113g	AXE Dark Temptation Body Spray 113g	79400020840
Body Spray 113g	AXE Gold Temptation Body Spray 113g	79400381088
Body Spray 113g	AXE Ice Chill Body Spray 113g	79400457509
Body Spray 113g	AXE Kilo Body Spray 113g	79400551405
Body Spray 113g	AXE Phoenix Body Spray 113g	79400550200
Body Spray 113g	AXE Fine Fragrance Collection Aqua Bergamot Body Spray 113g	79400500922
Body Spray 113g	AXE Fine Fragrance Collection Black Vanilla Body Spray 113g	79400508171
Body Spray 113g	AXE Fine Fragrance Collection Blue Lavender Body Spray 113g	79400500915
Body Spray 113g	AXE Fine Fragrance Collection Cherry Spritz Body Spray 113g	79400516572
Body Spray 113g	AXE Fine Fragrance Collection Green Geranium Body Spray 113g	79400500892
Body Spray 113g	AXE Fine Fragrance Collection Midnight Amber Body Spray 113g	79400526267
Body Spray 113g	AXE Fine Fragrance Collection Watermelon Freeze Body Spray 113g	79400516619
Body Spray 28g (T&T)	AXE Phoenix Body Spray 28g (T&T)	79400555304
Deodorant Stick 85g	AXE Apollo Deodorant Stick 85g	79400264619

Deodorant Stick 85g	AXE Cool Ocean Deodorant Stick 85g	79400469694
Deodorant Stick 85g	AXE Dark Temptation Deodorant Stick 85g	79400040404
Deodorant Stick 85g	AXE Ice Chill Deodorant Stick 85g	79400457691
Deodorant Stick 85g	AXE Phoenix Deodorant Stick 85g	79400534309
Deodorant Stick 85g	AXE Fine Fragrance Collection Black Vanilla Deodorant Stick 85g	79400516770
Deodorant Stick 85g	AXE Fine Fragrance Collection Blue Lavender Deodorant Stick 85g	79400516817
Deodorant Stick 85g	AXE Fine Fragrance Collection Cherry Spritz Deodorant Stick 85g	79400516800
Styling 75g	AXE Styling Aid Pomade Classic 75g	79400339430
Styling 75g	AXE Styling Aid Paste Flexible 75g	79400339447
Styling 75g	Axe Styling Aid Nat Softening Cream 75g	79400339928
W&C 473mL	AXE Shampoo 2in1 Apollo 473mL	79400461056
W&C 473mL	AXE Shampoo 2in1 Black 473mL	79400456809
W&C 473mL	AXE Shampoo 2in1 Cool Ocean 473mL	79400491848
W&C 473mL	AXE Shampoo 2in1 Dark Temptation 473mL	79400461100
W&C 473mL	AXE Shampoo 2in1 Dual 473mL	79400461087
W&C 473mL	AXE Shampoo 2in1 Ice Chill 473mL	79400461216
W&C 473mL	AXE Shampoo 2in1 Infinite 473mL	79400500502
W&C 473mL	AXE Shampoo 2in1 Phoenix 473mL	79400461704
W&C 473mL	AXE Shampoo 2in1 Primed Just Clean 473mL	79400461070
W&C 473mL	AXE Shampoo 3in1 Total Fresh 473mL	79400461063
Bodywash 473ml	AXE Apollo Bodywash 473ml	11111262850
Bodywash 473ml	AXE Cool Ocean Bodywash 473ml	11111033528
Bodywash 473ml	AXE Dark Temptation Bodywash 473ml	11111240926
Bodywash 473ml	AXE Excite Bodywash 473ml	11111240919
Bodywash 473ml	AXE Phoenix Bodywash 473ml	11111240933
Bodywash 946ml	AXE Apollo Bodywash 946ml	11111008861
Bodywash 946ml	AXE Dark Temptation Bodywash 946ml	11111044241
Bodywash 946ml	AXE Excite Bodywash 946ml	11111008847
Bodywash 946ml	AXE Phoenix Bodywash 946ml	11111008854
Shower Tool (Loofah)	AXE Shower Tool Gray 4ct	11111007932

Appendix B – Participating Retailers

Jean Coutu, Metro, Super C, Foodland, Sobeys, FreshCo, Loblaws, Real Canadian Superstore, Real Atlantic Superstore, Maxi, Provigo, No Frills, Your Independent Grocer, Zehrs, Shoppers Drug Mart, Pharmaprix, Rexall, Save-On-Foods, Uniprix, Brunet, Familiprix, Safeway, Walmart, Giant Tiger,

Canadian Tire, London Drugs, and participating Canadian online retailers including walmart.ca, amazon.ca, shoppersdrugmart.ca, well.ca, voila.ca, instacart.ca, and pcexpress.ca.

Mini Rules

No purchase necessary. Open to legal residents of Canada who have reached the age of majority in their province or territory of residence. Contest runs from July 11, 2026 (12:00 a.m. ET) to September 30, 2026 (11:59 p.m. ET). Buy any two (2) AXE products and upload a receipt, or enter via the no purchase method, at AXEContest.ca. 1,005 prizes available: five (5) gaming console grand prizes (two PlayStation®5 Disc Console Slim, two Nintendo Switch™ 2, one Xbox Series X) and one thousand (1,000) secondary prizes available (each secondary prize a \$15 digital gaming gift card). Odds of winning depend on the number of eligible entries received. Skill testing question required. Full rules: AXEContest.ca.