

OREO WHAT'S YOUR STUF? - CANADA

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF CANADA, 18 YEARS AND OLDER ONLY

This promotion ("Promotion") begins at 12:00 am Eastern Time ("ET") on January 15, 2020 and ends at 11:59 pm ET on March 31, 2020 ("Promotion Period"). The Promotion consists of three (3) entry periods (each an "Entry Period") as well as a grand prize entry period (the "Grand Prize Entry Period") that coincides with the Promotion Period as set forth below. For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

Entry Period	Start Date at 12:00 am ET	End Date at 11:59 pm ET	Approximate Winner Notification Date (at 10:00 am ET)
1	January 15, 2020	January 31, 2020	February 1, 2020
2	February 1, 2020	February 28, 2020	March 1, 2020
3	March 1, 2020	March 31, 2020	April 1, 2020
Grand Prize	January 15, 2020	March 31, 2020	April 1, 2020

1. TO ENTER AND PLAY: During the Promotion Period, visit www.whatsyourstuf.ca and/or www.oreocremedelacreme.ca (each a Promotion "Website") and follow the links and instructions to complete and submit the registration form, including providing a valid email address. Then, answer the provided poll question by voting for your favourite OREO Stuf product (OREO Biscuit and/or OREO Chocolate). You automatically will receive one (1) entry into the Promotion.

Entry Limit: One (1) entry per day, per email address/person during the Promotion Period. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries will void all entries and result in disqualification.

2. ELIGIBILITY: Open to residents of Canada, 18 years of age or older at the time of entry, except for employees of Mondelez Canada Inc. ("Sponsor"), HelloWorld, Inc. ("Administrator"), their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family (defined as including spouse, biological, adoptive and step- parents, children, siblings, grandparents, and grandchildren and each of their respective spouses, regardless of where they reside) or persons living in the same household (whether related or not). Void outside Canada and where prohibited.

3. WINNER DETERMINATION: Administrator will randomly select the potential Grand Prize winner from all eligible entries received during the Promotion Period at or about 10:00 a.m. ET on April 1, 2020 in Southfield, MI, U.S.A. Administrator will randomly select the potential Entry Prize winners from all eligible entries received during the applicable Entry Period at or about 10:00 a.m. ET on the dates listed in the chart in Section 1 above

in Southfield, MI, U.S.A. The potential winners will be notified by the email address used to enter the Promotion. Potential winners will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize. The potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her place of residence) must execute and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within five (5) days of attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner. Each potential winner of a physical Sweepstakes prize (valued under \$600.00) will be required to provide his/her mailing address for prize fulfillment purposes within five (5) days of attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner. In the event that a potential winner of a prize valued over \$25.00 is disqualified for any reason, Sponsor will, at its discretion, award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Unclaimed prizes valued at or below \$25.00 will not be awarded. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Prizes will be shipped from the United States to winners within 12-14 weeks after the conclusion of the Promotion. Any shipping delays may be due to border customs, which are outside of the control of the Sponsor.

4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”) in CAD:

One (1) Grand Prize: A \$25,000 CAD cheque.

Odds of winning the Grand Prize depend on the number of eligible entries received during the Promotion Period.

Entry Period 1 Prizes:

Quantity	Prize Description	ARV
200	OREO Hat	\$10.52
200	OREO T-Shirt	\$14.49
200	OREO Socks	\$9.20
3,250	Cadbury Dairy Milk Coupon, expiration date of December 31, 2020, redeemable for (1) 38g singles bar	\$1.39

Entry Period 2 Prizes:

Quantity	Prize Description	ARV
200	OREO Hat	\$10.52
200	OREO T-Shirt	\$14.49
200	OREO Socks	\$9.20
4,500	Cadbury Dairy Milk Coupon, expiration date of December 31, 2020, redeemable for (1) 38g singles bar	\$1.39

Entry Period 3 Prizes:

Quantity	Prize Description	ARV
120	OREO Hat	\$10.52
120	OREO T-Shirt	\$14.49
120	OREO Socks	\$9.20
2,000	Cadbury Dairy Milk Coupon, expiration date of December 31, 2020, redeemable for (1) 38g singles bar	\$1.39

Odds of winning an Entry Period prize depend on the number of eligible entries received during the applicable Entry Period during Promotion Period.

Limit one (1) Grand Prize and one (1) Entry Period 1, 2 or 3 prize, per email address/person/household. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value. Total ARV of all prizes: \$56,341.70 CAD.

5. GENERAL RULES: All income taxes resulting from acceptance of prizes, if any, are the responsibility of the winners. If prize notification is returned as undeliverable, or in the event winner does not comply with any other requirements, the prizes will be forfeited in their entirety. By entering this promotion, entrants fully and unconditionally accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters. By accepting prizes, winners agree to hold Promotion Parties, and each of their respective shareholders, members, agents, successors, parents, directors, officers, employees and assigns, promotion agencies and agents harmless against any and all claims and liability arising out of use or redemption of any prize. Acceptance also constitutes permission to the Promotion Parties to use winner's name, likeness picture, persona, voice, image, biographical information and statements, at any time or times, for advertising, trade, publicity and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide in perpetuity, and on the Internet and World Wide Web, without notice, review or approval, unless prohibited by law. Promotion Parties are not responsible for lost or late mail, or for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this promotion, or by any human error which may occur in the processing of the entries in this promotion. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the promotion, if there is a printing, computer or other error, or if technical difficulties compromise the integrity of the promotion, the Administrator reserves the right to modify or terminate the promotion in a manner deemed reasonable by the Administrator, at the Administrator's sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. If terminated or if more prizes are claimed than intended to be awarded, prize will be awarded in a random drawing using all non-suspect entries as of the date of termination. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name on the online entry form. All federal, state, provincial, municipal, territorial, and local laws apply.

All contest prizes are awarded “as is” without further warranty of any kind, express or implied. Winners agree to look to the manufacturer of the prize, and not the Promotion Parties, for any warranty or guarantee of the prize or for any damages arising out of its acceptance or use.

6. WAIVER: By entering this Promotion, participants waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with this promotion shall be governed by, and construed in accordance with, the laws of the Province of Ontario, without giving effect to any choice of law or conflict of law rules (whether of the Province of Ontario or any other jurisdiction), which would cause the application of the applicable federal, provincial, and municipal laws of any jurisdiction other than the Province of Ontario.

7. QUEBEC RESIDENTS: For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

8. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy https://disclaimer.mondelezinternational.com/ca/privacy_policy_en.aspx

9. WINNERS' LIST: For a winner list, visit <http://bit.ly/2l6V8he>. The winner list will be posted after winner confirmation is complete.

10. Promotion Emails: By participating in the Promotion, you agree to receive emails related to the Promotion including, but not limited to, a registration confirmation email.

SPONSOR: Mondelez Canada Inc., 3300 Bloor St W, Suite 1801, Etobicoke, ON M8X 2X2, Canada.

PROMOTION ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A.