

Brilliantly Invested Contest

OFFICIAL RULES

Contest period

The “**Brilliantly Invested Contest**” (the “Contest”) begins March 8, 2022, at 12:00 PM EDT and ends December 31, 2022, 11:59 PM EST (the “Contest Period”). The Contest is sponsored by SLGI Asset Management Inc. (“SLGI”) (the “Contest Sponsor”).

Eligibility

The Contest is open to legal residents of Canada who are 13 years of age or older in their province or territory of residence on or before the Contest Closing Date, (the “Entrant”; collectively the “Entrants”).

Subject to the eligibility requirements provided above, an Entrant’s parent or legal guardian must agree to be legally bound by the terms and conditions of these rules along with, and on behalf of, his/her minor child. The Contest Sponsor reserves the right, in its sole and absolute discretion, on a random audit basis or at any time and for any reason, to contact an Entrant’s parent/legal guardian for the purposes of verifying his/her: (i) agreement to be legally bound by these rules on their child’s behalf; (ii) consent to the Entrant’s participation in this Contest; and/or (iii) consent to the collection, use and disclosure of the Entrant’s personal information as provided herein. Failure of an Entrant’s parent/legal guardian to complete any such required verification to the complete satisfaction of the Contest Sponsor within the timeframe specified by the Contest Sponsor may, in the sole and absolute discretion of the Contest Sponsor, result in disqualification of the Entrant.

You are not eligible if you are an employee of the Contest Sponsor of any of its affiliates, subsidiaries, parent or related companies, advertising and promotional agencies or parties engaged in the development, production and distribution of materials related to the Contest, as well as the Cirque du Soleil employees, directors, officers, suppliers, agents and administrators or a member of the immediate family or household of any such employee. The expression “immediate family” means spouse, mother, father, sister, brother, son and daughter of the employee.

How to enter

To enter the Contest, visit www.sunlifeglobalinvestments.com/brilliantlyinvested. Entrants will be required to provide to the Contest Sponsor personal information such as their first name, last name, and email address. Entrant will then be automatically entered in the Contest (the “Entry”; collectively, “Entries”). Entries must be received on or before 11:59 PM EST on December 31, 2022 (the “Contest Closing Date”). You can find the www.sunlifeglobalinvestments.com/brilliantlyinvested by interacting with one (1) of the activations outlined below in 2022:

1. Attend a show and interact with our in-stadium display and scan the Contest QR code at any Big Top location (tent like structure that stays in one market for multiple days/months) or Arena Show in Canada;

2. Scan the Contest QR code embedded in the Sun Life Global Investments' advertisements within the print version of a Big Tops show's Program. Programs are available for purchase underneath respective Big Top shows;
3. Access the Contest QR code when using "Bienvenu", "Cirque du Soleil's app-free, pre-show digital companion. You will be invited to view the companion after purchasing a ticket at any Big Top show in Canada;

Alternate means of entry are:

4. Email marketing campaigns sent via Cirque du Soleil's Fan Club mailing list; or
5. Sponsored social media campaigns created by Sun Life Global Investments or Cirque du Soleil. (Facebook, Instagram, Twitter and LinkedIn)

The Contest Sponsor will pull the log data at the end of the Contest Period; this list will be used to randomly draw the prize winners.

One (1) Entry per Entrant.

Prizes

Grand Prize

There is one (1) grand prize available to be won (the "Grand Prize") consisting of two (2) VIP tickets with VIP access to one (1) *Cirque du Soleil*® show of your choice in Canada during the 2023 season, a round trip economy flight for two (2) people to the selected *Cirque du Soleil* market, two (2) night's accommodation in a hotel (selected by the Contest Sponsor) in the selected *Cirque du Soleil* market, *Cirque du Soleil* backstage tour and \$500 CDN spending money. Maximum valued of \$5,000. The Prize is issued by the Contest Sponsor in partnership with its affiliate Cirque du Soleil.

Secondary Prizes

There are also 17 secondary prizes (the "Secondary Prizes") available to be won which consist in the following:

- Two (2) 50\$ pre-paid credit cards (gift cards) to spend at Cirque du Soleil's online merchandise shop (shop.cirquedusoleil.com): and
- Ten (10) Cirque du Soleil and Sun Life Global Investments co-branded duffel bags valued at \$45 each; and
- Five (5) Cirque du Soleil and Sun Life Global Investments co-branded water bottles valued at \$30 each.

The Prize must be accepted as awarded. Substitutions will be made at the Contest Sponsors sole discretion. The Prize is non-transferable.

The Secondary Prizes will ship at the Contest Sponsor's expense to the address provided by the winner. Each selected Entrant agrees to sign and return the Contest Sponsor's Declaration and Release form before receiving the Prize.

For the Grand Prize, if a destination prize is not an option in Cirque du Soleil's 2023 Canadian Touring season, the Contest Sponsor will work with the selected Entrant to select an appropriate substitution at equal or lesser value.

All incidental costs and expenses not specifically included in the Grand Prize descriptions, including but not limited to meals, entertainment, and ground transportation, are the

responsibility of the winner. All necessary travel documents required for travel within Canada (e.g. passport), are the sole responsibility of the Prize winner.

Covid-19, travel and venue

Please note that the following cities, or provinces MAY require COVID-19 vaccinations to patronize some indoor businesses. Please review each locality's details, exceptions, etc. in regard to required vaccinations for more information. Please note that the list of cities may change regularly, so please always check with your destination before departing:

Canada: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec, Saskatchewan

For more information on COVID-19 and boarding flights and trains in Canada visit:
<https://travel.gc.ca/travel-covid/travel-restrictions/domestic-travel>

Cirque du Soleil Venue/Protocol

Taking into consideration the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC) recommendation for social distancing, Cirque du Soleil Entertainment Group is currently working to develop and adapt the protocols and security measures that will be set in place when attending a Cirque du Soleil show. Those protocols and measures will be communicated in due course.

What happens if the show chosen by the selected Entrant is postponed or cancelled (Touring Shows)?

If the selected Entrant who won the Grand Prize is impacted by a cancellation or postponement of Cirque du Soleil show, he/she will be contacted by a representative of the Contest Sponsor who will actively work with all partners to find a solution that meets its expectations.

Draw

The random draw will take place on **January 27, 2023**, at 12:00 PM EST, at the Sun Life office located at 1 York Street, Toronto Ontario, M5J 0B6, from all eligible Entries received during the Contest Period.

The Contest Sponsor will randomly select 18 Entrants (the "Winner"; collectively the "Winners") among all eligible Entries. The first selected Entrant will be the Grand Prize winner and the Secondary Prizes will be awarded in the order that the selected Entrants are drawn.

All Entrants have an equal chance of winning. The odds of winning depend on the number of eligible Entries received during the Contest Period.

The selected Entrants will be notified by a representative of the Contest Sponsor via the email selected Entrants provided at the time of Contest submission. The selected Entrants whose name are drawn will be required to answer a mathematical skill-testing question

and sign and return the Declaration and Release form (the "Release") before the Prize is awarded to them.

If a selected Entrant (a) cannot be reached by email within four (4) calendar days of the draw date; (b) fails to correctly answer the skill testing question; or (c) fails to return the properly executed Release within ten (10) calendar days by fax or email, then the selected Entrant will be disqualified and another Entrant will be randomly selected until such time as contact is made by email 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 a selected Entrant.

The Contest Sponsor will be responsible for the coordination of all Prizes and Prize elements on behalf of the Prize winners. The Prizes will be delivered/couriered at the Contest Sponsor's expense to the address provided by the selected Entrants.

Release

Prior to being awarded the Prize, the selected Entrants will also be required to execute the Release that confirms the selected Entrant's: (i) contest eligibility and compliance with the present rules (the "Rules"); (ii) acceptance of the Prize as offered; (iii) release of the Contest Sponsor and its respective parent companies, subsidiaries, affiliates, *Cirque du Soleil* employees, directors, officers, suppliers, agents and administrators, the *Cirque du Soleil*,; (collectively, the "Releasees") from any and all liability for any loss, harm, damages, cost or expense arising out of the selected Entrant's participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom.

The Contest is not sponsored or administered by *Cirque du Soleil* Inc. or any of its affiliated entities (all together "*Cirque du Soleil*"). *Cirque du Soleil* is completely released of all liability by each Entrant in this Contest and the travel guest of the Grand Prize winner will be required to release *Cirque du Soleil* of all liability.

Indemnification by Entrant

By entering the Contest, participants automatically accept the Rules and release the Releasees and the *Cirque du Soleil* from any liability. The Contest Sponsor reserves the right to withhold the Prizes or disqualify the selected Entrant's Entry in the event that the selected Entrant fails to correctly answer the skill-testing question, fails to execute the Release or refuses to comply with the Rules. Decisions by the Contest Sponsor with respect to all aspects of the Contest are final.

Limitation of liability

The Releasees assume no responsibility or liability for lost, late, misdirected or incomplete Entries, notifications, responses, replies or any Release, or for any computer, online, telephone, hardware, software or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry. The Releasees are not responsible 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 by any technical or human error which may occur in the administration of the Contest. The Releasees assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Releasees are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Releasees are not responsible for any injury or damage to Entrant or to any computer related to or resulting from participating or downloading materials in the Contest. Entrants assume liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. The Releasees assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Releasees, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of the Contest, or the Contest website.

Entrant conduct

By entering the Contest, the Entrant agrees to be bound by the Rules. The Contest Entrant further agrees to be bound by the decisions of the Contest Sponsor, which shall be final and binding in all respects. The Contest Sponsor reserves the right, in its sole discretion, to disqualify any Entrant found to be: (a) violating the Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest; and/or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Privacy/use of personal information

Entrant grants the Contest Sponsor and the Cirque du Soleil the right to: (a) use his or her personal information for the purpose of administering the Contest; (b) use his or her name, written entry of 250 characters, photograph, likeness, voice, prize information and/or biographical information for publicity and promotional purposes without further compensation or notice unless prohibited by law; and (c) use his or her name and his or her respective city and province of residence in connection with related websites and/or any other media now known or hereafter devised. Personal information will not be provided to any third party other than as provided for in the Rules or as specifically authorized by the Entrant.

The personal information collected by the Contest Sponsor will be used for purposes related to the Contest and general marketing purposes unless otherwise specifically authorized by the Entrant.

All personal information collected by the Contest Sponsor will be subject to the terms and held retained in accordance with the Contest Sponsor's respective privacy policies. The Sun Life *Privacy Policy* is available at www.sunlife.ca.

Termination of contest

The Contest Sponsor reserves the right in its sole and absolute discretion (subject to the approval of the Régie des alcools, des courses et des jeux in Quebec, if applicable), to

withdraw, amend, suspend or terminate the Contest (or to amend these Contest Rules) at any time without prior notice.

Applicable laws

The Contest is subject to all federal, provincial and municipal laws.

Intellectual property

All intellectual property, including but not limited to trademarks, copyrights, patents trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by the Contest Sponsor. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

Quebec residents

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 Régie only for the purpose of helping the parties reach a settlement.

Third party liability

This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Facebook or Instagram. You understand that you are providing your information to the Contest Sponsor and not to Twitter, Facebook or Instagram.