

OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING.

1. KEY DATES:

The Kubota Memorial Cup Experience (the “Promotion”) begins on February 1, 2026 at 12:00:00 a.m. Eastern Time (“ET”) and ends on March 31, 2026 at 11:59:59 p.m. ET (the “Promotion Period”).

2. ELIGIBILITY:

THIS PROMOTION IS OPEN ONLY TO INDIVIDUALS WHO ARE LEGAL RESIDENTS OF AND PHYSICALLY LOCATED IN CANADA AND WHO HAVE REACHED THE LEGAL AGE OF MAJORITY IN THEIR PROVINCE/TERRITORY OF RESIDENCE AT THE TIME OF ENTRY. Promotion may only be entered from and within Canada. Employees, representatives and agents (and those with whom such persons are living – whether related or not) of Kubota Canada Ltd. (“Sponsor”), its affiliated and related companies, prize suppliers, advertising/promotion agencies, and any other individual or entity involved in the development, production, administration or fulfillment of the Promotion (collectively, the “Promotion Parties”) are not eligible to participate or win a prize in this Promotion.

3. AGREEMENT TO BE LEGALLY BOUND BY THESE OFFICIAL RULES:

By participating in the Promotion, you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “Official Rules”).

4. HOW TO OBTAIN AN ENTRY:

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING. There are two (2) ways to obtain an Entry (each, a “Entry” and collectively the “Entries”), as follows:

- **Eligible Purchase:** You will automatically earn one (1) Entry when you purchase a piece of eligible equipment (See Schedule “A” for a list of eligible equipment) from an authorized Kubota dealer in Canada during the Promotion Period (each, an “Eligible Purchase”). You will automatically earn one (1) Entry per Eligible Purchase. Purchases completed by or on behalf of government groups or National Account Customers of the Sponsor do not qualify as an Eligible Purchase in the Contest (and for certainty, such purchases do not qualify for an Entry in the Contest).
- **No Purchase Necessary:** To obtain an Entry without completing an Eligible Purchase, print your first name, last name, e-mail, telephone number and complete mailing address (including postal code) on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a 25 word or more unique and original essay (the “Essay”) explaining *why you want to go to the 2026 Memorial Cup presented by Kubota* to: Memorial Cup Contest -1155 Kubota Drive, Pickering, ON L1X 0H4 (the “Request”). Upon receipt of a valid Request submitted and received in accordance with these Official Rules, you will be eligible to receive one (1) Entry in the Promotion per unique and original Essay per envelope with sufficient Canadian postage. To be eligible, any Request you submit must: (i) be received separately in an envelope bearing sufficient Canadian postage (i.e. multiple Requests in the same envelope will be void); and (ii) be post-marked during the Promotion Period and received prior to the Draw Date (as defined in Rule 7 below). Promotion Parties, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “Released Parties”) are not responsible for, and accept no liability whatsoever in relation to, any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Requests (all of which are void).

Entry Limits:

- **One (1) Entry per Eligible Purchase; and/or**
- **One (1) Entry per Request.**

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor’s interpretation of the letter and spirit of these Official Rules to enter or otherwise participate in or disrupt this Promotion; then they may be disqualified from the Promotion in the sole and absolute discretion of the Sponsor (in which case the Entry/Entries associated with such entrant will be declared null and void and any rights to any prize associated will also be forfeited in their entirety). The Sponsor and the other Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries/Requests/Eligible Purchases (all of which are void).

5. VERIFICATION:

All Entries, Requests, Eligible Purchases and entrants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Promotion; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry, Request, Eligible Purchase and/or other information for the purposes of this Promotion; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Promotion in accordance with the Sponsor’s interpretation of the letter and spirit of these Official Rules. Failure to provide the proof requested by the Sponsor to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and

absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Promotion will be the official time-keeping device(s) used by the Sponsor.

6. THE GRAND PRIZE:

There will be one (1) Grand Prize (the “**Grand Prize**”) available to be won. The Grand Prize consists of a trip for the confirmed winner and one (1) Guest (the “**Guest**” – subject to the Guest Requirements below) to Kelowna, British Columbia to attend the Championship Game (the “**Game**”) of the 2026 Memorial Cup presented by Kubota. The Grand Prize includes: (i) round trip transportation (economy class) for the confirmed winner and their Guest to Kelowna, British Columbia from a Canadian location near the confirmed winner’s residence (as determined by Sponsor in its sole and absolute discretion); (ii) accommodation for the confirmed winner and their Guest for two (2) nights in a hotel or hotels determined by Sponsor in its sole and absolute discretion (occupancy level to be determined by the Sponsor in its sole and absolute discretion); (iii) two (2) VIP tickets to the Game (seating level to be determined by the Sponsor in its sole and absolute discretion); (iv) the ability for the confirmed winner and their Guest to participate in a VIP experience at the Game (subject to availability; details to be determined by the Sponsor in its sole and absolute discretion); (v) a merchandise pack for the confirmed winner and their Guest (consisting of items to be determined by the Sponsor in its sole and absolute discretion); and (vi) a \$500 CAD prepaid card for the confirmed winner (use of prepaid card is subject to the terms and conditions of the issuer).

The Game is currently scheduled to take place on or about Sunday, May 31st, 2026 – however, the Game date and location are subject to change. All travel must take place between Saturday, May 30th, 2026 and Monday, June 1st, 2026 (or on such other dates as specified by the Sponsor in its sole and absolute discretion).

The Grand Prize has a total approximate retail value of \$7,000 CAD based on a Toronto, Ontario departure example – although the actual retail value may vary depending on the point of departure. Under no circumstances whatsoever will any difference between the actual and approximate retail values be awarded. Choice of transportation, accommodations and all other aspects of the Grand Prize are at the sole and absolute discretion of the Sponsor. All travel related to the Grand Prize must occur within and/or on or before the date or dates specified by the Sponsor (otherwise the Grand Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place). The confirmed winner and their Guest must have all necessary documentation to permit travel and must travel on the same itinerary as set by or on behalf of the Sponsor.

Guest Requirements: The confirmed winner’s Guest must: (a) either be of the legal age of majority in their jurisdiction of residence or have the express written consent (in form and substance satisfactory to the Sponsor, in its sole and absolute discretion) to accompany the confirmed winner on the Grand Prize; and (b) sign (and have their parent/legal guardian if they are under the legal age of majority in their jurisdiction of residence) and return the Sponsor’s release (by the date indicated on the release form) indicating that they waives all recourse against the Sponsor and all of the other Released Parties relating to their participation in the Grand Prize (including, without limitation, any travel related thereto).

IMPORTANT NOTE: In the event that the confirmed winner resides within a 200 kilometer radius of Kelowna, British Columbia (as determined by the Sponsor in its sole and absolute discretion), Sponsor will determine, in its sole and absolute discretion, whether or not the Trip Portion of the Grand Prize will include airline travel, another form of transportation to and from Kelowna, British Columbia, or reimbursement for certain incurred fuel costs. All decisions of the Sponsor in this regard will be final and binding without right of appeal.

It is strongly recommended and encouraged that the confirmed winner and their Guest obtain sufficient personal travel and medical insurance prior to participation in the Grand Prize. Transportation is subject to availability, blackout periods, government restrictions and regulations, airline, airport or other transportation restrictions and regulations.

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at Sponsor’s option; (iii) the confirmed winner and their Guest must have all necessary documentation (including all documentation required to permit airline travel) to permit participation in the Grand Prize and must participate on the same itinerary as set by or on behalf of the Sponsor; (iv) the costs of everything not specifically and expressly stated above as included in the Grand Prize are the sole and absolute responsibility of the confirmed winner and their Guest, including, without limitation: meals and drinks; gratuities; additional entertainment; health and additional travel insurance; transportation for confirmed winner and their Guest to and from the Canadian location selected by the Sponsor; additional transportation; baggage and other fees; and items of a personal nature (NOTE: confirmed winner and/or their Guest may be required to present a valid major credit card in their name at the time of hotel check-in to cover any incidental expenses); (v) if the confirmed winner and/or their Guest do not utilize any part(s) of the Grand Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vi) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (vii) all arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents; and (viii) by accepting the Grand Prize, the confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part.

The Sponsor and the other Released Parties will not be responsible in the event the Grand Prize or any portion thereof (including, but not limited to, the Game) is delayed, cancelled, postponed or rescheduled for any reason whatsoever.

Neither the confirmed winner nor their Guest nor any other person or entity will be compensated in the event of such delay, cancellation or other event contemplated herein. The Sponsor will not replace any lost or stolen tickets. Changes to transportation, accommodations and or passenger names are not accepted once bookings have been confirmed.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Grand Prize awarded in connection with the Promotion. To the fullest extent permitted by applicable law, the confirmed winner (and their Guest) understands

and acknowledges that they may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory.

7. ELIGIBLE GRAND PRIZE WINNER SELECTION, NOTIFICATION AND CONFIRMATION PROCESSES:

On April 10th, 2026 (the “**Draw Date**”) in Toronto, Ontario at approximately 12:00:00 p.m. ET, one (1) eligible entrant will be selected by random draw from among all eligible Entries submitted and received in accordance with these Official Rules. The odds of winning the Grand Prize depend on the number of eligible Entries submitted and received in accordance with these Official Rules.

The Sponsor or its designated representative will make a maximum of three (3) attempts to contact the eligible winner (using the information associated with the Eligible Purchase and/or provided on the Request, as applicable) within five (5) business days of the Draw Date. If the eligible winner cannot be contacted as outlined above, or if there is a return of any notification as undeliverable; then they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

NO ONE IS THE WINNER OF THE GRAND PRIZE UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS THEM AS THE WINNER OF THE GRAND PRIZE IN ACCORDANCE WITH THESE OFFICIAL RULES. BEFORE BEING DECLARED AS A CONFIRMED GRAND PRIZE WINNER, the eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor’s form of declaration and release); and (b) sign and return within five (5) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Official Rules; (ii) acknowledges acceptance of the Grand Prize (as awarded); (iii) releases the Sponsor and all of the other Released Parties from any and all liability in connection with this Promotion, their participation therein and/or the awarding and use/misuse of the Grand Prize or any portion thereof (including, without limitation, any travel related thereto); and (iv) agrees to the publication, reproduction and/or other use of their name, city and province/territory of residence, voice, statements about the Promotion and/or photograph or other likeness 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, except where prohibited by law.

If the eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Promotion documents within the specified time; (c) cannot accept (or is unwilling to accept) the Grand Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Official Rules (including, but not limited to, failing to correctly answer the skill-testing question) (all as determined by the Sponsor in its sole and absolute discretion); then they will be disqualified (and will forfeit all rights to the Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries for the Draw Date as outlined above (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

8. GENERAL CONDITIONS:

This Promotion is subject to all applicable federal, provincial/territorial and municipal laws, rules and regulations. The decisions of the Sponsor with respect to all aspects of this Promotion 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 OFFICIAL RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Sponsor and the other Released Parties will not be liable for: (i) any failure of any website or any platform before, during or after the Promotion; (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 Entry, Request, Eligible Purchase 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) the failure of any Eligible Purchase to be registered; (v) 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 Promotion; (vi) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vii) any combination of the above.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Promotion (or to amend these Official Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Promotion as contemplated by these Official 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 this Promotion 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, subject in its sole and absolute discretion, to cancel, amend or suspend this Promotion, or to amend these Official 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. Without limiting the generality of the forgoing, 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.

By entering this Promotion, 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 Promotion and in accordance with Sponsor’s Privacy Policy (See: <https://kubota.ca/privacy-policy>). 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.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Promotion mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant, Entry, Request, Eligible

Purchase and/or other information with these Official 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 Promotion as contemplated in these Official Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Promotion-related materials, including, but not limited to, point of sale, television, print, online or other advertising, the French version of these Official Rules and/or any instructions or interpretations of these Official Rules given by any representative of the Sponsor, the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

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.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Promotion will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, 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 parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Official Rules or relating to this Promotion.

Schedule “A” – Eligible Equipment

Any Kubota Power Unit
Rotary Tillers
Rippers
Single Rotor Rake
Wheel Rakes
Rotary Cutters/Choppers
Land Pride Compact Drills
Land Pride Seed Drills
Ditch Bank Cutters
Folding Rotary Cutters
Parallel Arm Cutters
Double Disc Spreaders
Bale Choppers
Plain Disc Trail Mowers
Double Rotor Rakes
Plain Disc Mower
Semi Mounted Hydraulic Folding Tedder
Trailed hydraulic Tedders
Trailed Tedders
Wrappers
Disc Mower Conditioners
Seed Drill Combinations
Seed Drills
Cultivators
Power Harrows
All Kubota and KvG Ploughs
Trailed Compact Disc Harrows
Planters
Balers
Great Plains Tillage