

#OwnWinter Experience Contest
OFFICIAL RULES AND REGULATIONS

Open to residents of Canada only, excluding residents in the province of Quebec.

Please read these official contest rules (the “Rules”) in their entirety before entering this contest (the “Contest”). Do not enter the Contest unless you agree to these Rules. Participation in the Contest constitutes full and unconditional agreement and acceptance of these Rules which are final on all matters relating to the Contest.

1. CONTEST TIMING AND HOW TO ENTER THE CONTEST:

The contest is open between December 20, 2018 at 9:00am (ET) and January 20, 2019 at 11:59pm (PT) (the “Contest Period”). To enter, you must during the Contest Period visit www.hyundaisocialcontest.ca (the “Website”) or the Mobile site and complete the registration form by entering all mandatory fields as indicated on the form, including your first name, last name, telephone number, e-mail address, mailing address, postal code, province and your Instagram handle. You must also follow @hyundaicanada on Instagram during the Contest Period for your entry to be accepted. Only one entry per person is allowed during the Contest Period; however, any entrant who visits www.hyundaisocialcontest.ca and elects to receive electronic updates from Hyundai will automatically receive five (5) bonus Contest entries upon such election. No purchase is necessary to enter the Contest.

- 2. CONTEST ELIGIBILITY:** The Contest is open only to Canadian residents who have reached the age of majority in their province or territory of residence, excluding residents of the province of Quebec, and all employees (current and retired) of Innocean Worldwide Canada Inc., all employees (current and retired) of Hyundai Auto Canada Corp. (the “Sponsor”), its advertising and promotional agencies, the independent contest organization, Hyundai dealers, and the parents, subsidiaries, affiliates, representatives and agents of the aforementioned parties, and a member of any such employee’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the employee or not). In these Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or spouse. 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 Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any entry or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof 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.

3. **GRAND PRIZE DESCRIPTION AND RETAIL VALUE:** There is one (1) Grand Prize consisting of an #OwnWinter Experience trip for two (2) to Whistler, British Columbia which will include: (2) round-trip economy airfare to Vancouver, British Columbia and/or ground transportation to and from Vancouver International Airport to Whistler, British Columbia; three (3) night hotel accommodation based on a double occupancy at the Fairmont Chateau Whistler hotel with one (1) lift ticket per person per night or to be selected by the Sponsor in its sole discretion; two (2) snowmobile tours led by Blackcomb Snowmobile or to be selected by the sponsor in its sole discretion; and two (2) GoPro Hero 7 devices (“Cameras”) (Collectively the “Grand Prize”). The approximate estimated prize value of the Grand Prize is \$5,401.14 plus applicable round-trip economy airfare. The winner and guest is solely responsible for paying any and all expenses which are not included in the description of the Grand Prize above.

The Sponsor will arrange for the trip to take place in the month of February 2019 between February 8, 2019 – March 2, 2019 excluding February 15-18, 2019 (the “Potential Travel Period”) in the province of British Columbia, Canada. Winner and guest must have reached the age of majority in their province or territory of residence to participate. Winner and guest must be prepared to travel on specific date(s) indicated by the Sponsor. The Sponsor reserves the right to revise itinerary and schedule. If a Winner is unable to attend (for whatever reason) on the date specified by the Sponsor, then such winner shall forfeit all rights to the Grand Prize and shall not receive anything (including but not limited to any cash equivalent) or any compensation whatsoever for any such forfeiture. Winner and guest cannot extend or revise trip schedule.

4. **PRIZE SUBSTITUTION:** The Grand Prize is non-exchangeable, non-transferable, non-refundable, has no cash surrender value, and must be accepted as awarded with no substitutions. Notwithstanding the foregoing, the Sponsor reserves the right, at its sole discretion, to substitute the prize with another prize of equivalent or greater value, without liability.
5. **RANDOM DRAW:** One (1) Grand Prize winner will be selected by random draw from all eligible entries received. The odds of winning the draws depend on the total number of eligible entries received. The draw will be held by the independent contest organization, Promo Solutions, and shall take place at its head office, at 2390 Bristol Circle, Unit 3, Oakville, ON at approximately 10:00 AM (ET) on January 21, 2019. The Sponsor or the independent contest organization shall have a maximum of two (2) days to attempt to contact the eligible winner. The first such contact will be attempted by telephone or e-mail within twenty-four (24) hours of the draw and, if unsuccessful, further attempts to contact the eligible winner will be made on two (2) further occasions by telephone or e-mail, at the discretion of the Sponsor. Once contacted, the eligible winner has twenty-four (24) hours to accept the Grand Prize as described in paragraph 7 below, and to confirm the availability of the eligible winner and traveling companion during the Potential Travel Period. If an eligible winner cannot be contacted within (2) days of the draw, or if contacted, does not accept/claim his or her Grand Prize and confirm the availability of the eligible winner and traveling companion during the Potential Travel Period within twenty-four

(24) hours of being contacted, or does not meet all of the Contest conditions, he/she will forfeit the Grand Prize and another entry will be selected from all remaining eligible entries. If the independent contest organization is unable to contact an eligible winner after attempting to contact three (3) eligible winners, or if no eligible winner claims his or her Grand Prize, the Grand Prize will be forfeited and will not be awarded.

6. **DELIVERY OF GRAND PRIZE:** The Cameras will be shipped directly to the Winner, once a winner is selected and validated. Winner will be notified that the Cameras are ready for delivery ("Delivery Notice"), then he/she must take possession of the Cameras within two (2) weeks of the Delivery Notice, or the Cameras will be forfeited and there will be no liability to the Sponsor in the event this occurs. Winner is responsible for their own use and installation of the Cameras. Sponsor shall have no responsibility and shall not be liable for any matters in respect of the Cameras and the grand prize Winner must contact the manufacturer of the Cameras regarding any issue and for warranty, if any, in respect of the Cameras. Once the eligible winner has confirmed that the eligible winner and his/her guest are available to travel during the Potential Travel Period (see paragraph 5), the independent contest organization will send the eligible winner a confirmation email outlining all booking details, and the eligible winner must send an email acknowledging receipt of the booking details within 24 hours of receipt.

7. **GENERAL CONDITIONS:** To win, the eligible winner must first have complied with the Rules and correctly answered, unaided, a time limited skill testing question to be administered by e-mail or telephone by the independent contest organization at a prearranged mutually convenient time. The eligible winner will then be instructed on how to accept the Grand Prize, which will consist of the following: (a) the eligible winner and his/her traveling companion shall sign a standard release form confirming compliance with this agreement to be bound by these Rules, and releasing the Sponsor, Facebook Inc., Instagram, their respective directors, officers, partners, employees and Hyundai dealers, from any and all liability; (b) acceptance of the Grand Prize as awarded; (c) complying with any other reasonable requests for information by the Sponsor, the independent contest organization, any applicable Hyundai dealer or their respective employees, subcontractors and/or representatives; (d) signing the Sponsor's standard waiver prior to the participation of the winner and guest in certain activities comprising the Grand Prize and (e) participating in any promotional activities related to the Contest or the Prizes, as reasonably requested by Sponsor. Entries are subject to verification and the Sponsor reserves the right to disqualify a person if he/she enters this Contest or tries to do so by any means contrary to these Rules or which would be unfair to other entrants or where Contest entries are generated by any unauthorized mechanical or automated means. In the event of a dispute regarding who submitted an entry, the entry will be deemed submitted by the authorized account holder of the e-mail address in question. An authorized account holder is the natural person who is assigned to an e-mail address by an internet service provider or other organization responsible for assigning

e-mail addresses for the domain associated with the e-mail address in question. A potential winner may be required to show proof of being the authorized account holder. Entry materials that have been tampered with, reproduced, falsified or altered are void. In the event that an eligible winner is disqualified for any reason, the Grand Prize may be awarded to an alternate winner by random draw from among all remaining eligible Contest entries. Any attempt to undermine the legitimate operation of this Contest is a violation of law and may be subject to remedies and damages, including criminal prosecution. This Contest is subject to all federal, provincial and municipal laws of Canada. This Contest is void where prohibited.

8. **PUBLICITY:** By entering the Contest, each Entrant agrees to be bound by these Rules and the decisions of the Sponsor and/or independent contest organization, and consents to the use of his or her name, address (city and province), photograph, image and/or voice without payment or compensation, in connection with any publicity or advertising in any medium carried out by or on behalf of the Sponsor with respect to this Contest.
9. **MODIFICATION OR TERMINATION:** The Sponsor reserves the right to cancel, terminate, modify or amend the Rules or the administration of this Contest, or to suspend this Contest in whole or in part, at any time and in any way, without prior notice with no obligation or liability. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as planned, whether due to technical failure, computer virus, tampering, fraud, or corruption of security or proper administration of the Contest or other causes beyond the control of the Sponsor, the Sponsor reserves the right to select a winner by random draw from among all valid entries received up to the time of cancellation, termination or suspension.
10. **LIABILITY:** The Sponsor, its affiliated and related companies, advertising and promotional agencies, the independent contest organization, Facebook Inc., Instagram and their respective shareholders, directors, officers, employees, agents, representatives, successors, insurers and assigns shall not be responsible for any injuries, loss or damages of any kind (compensatory, direct, incidental, consequential or otherwise) with respect to, or in any way arising from, this Contest or the prize awarded, including but not limited to: (i) lost, stolen, not received, destroyed, damaged, misdirected, illegible, incomplete, fraudulent or late entries, and all such entries will be void and not eligible; (ii) failure to receive entries for any reason or technical failures or errors of any kind, including but not limited to incorrect or inaccurate capture or loss of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omissions, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, servers, software, traffic congestion on the internet or any website, any other online communication problems, or any combination thereof; (iii) seeding or printing or typographical errors in any Contest related material or human error; or (iv) any injury or damage to a participant's or to any other person's computer system(s) due to viruses or breaches of privacy from interference by third party computers. Entries that have been tampered with or altered are void. If it is determined that an Entrant has entered the Contest in a fashion

not sanctioned by these Rules, the Entrant will be disqualified and his or her entry will be disqualified. A prize winner's refusal or inability to accept the Grand Prize or any part thereof shall release the Sponsor from all obligations to that person. In no event shall the Sponsor be held to award more prizes than what is mentioned in these Rules or to award prizes otherwise than in compliance with these Rules. This Contest is in no way sponsored by, endorsed or administered by or in association with either Instagram or Facebook Inc.

11. **PRIVACY STATEMENT AND USE OF PERSONAL INFORMATION:** We take your privacy seriously, and respect your right to privacy. By taking part in this Contest, you will be sharing with us certain personal information which will be used by the Sponsor to administer the Contest and, only if consent is given, to provide you with personalized special offers, event invitations and promotions that may be of interest to you. If you indicate your consent, the Sponsor and the independent contest organization may collect and use: (a) information you provide including your age and contact information to qualify you for the Contest, and to contact you and provide ongoing service regarding the same; (b) your contact information in order to contact you about other promotions, events, products and services offered by the Sponsor; (c) other personal information you provide, including your expressed preferences and opinions, in order to contact you about promotions, events, products and services in which the Sponsor believes you would be most interested; and (d) information you provide to comply with the law and regulatory requirements. On reasonable notice, you may withdraw your consent at any time by calling toll free at 1-800-461-8242 (English) or 1-800-461-5695 (French) from 8:30 AM to 5:00 PM (ET), Monday through Friday. You may obtain a full copy of Hyundai's privacy policy, procedures, and legal notices/disclaimers at www.hyundaicanada.com.
12. **OFFICIAL CONTEST RULES:** These are the Official Contest Rules. Copies of these Official Contest Rules are available online at www.hyundaisocialcontest.ca or available by writing to Promo Solutions, 2390 Bristol Circle, Unit 3, Oakville, ON L6H 6M5.