

## Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

### SPONSOR

The **Thinkific Stage to Scale Sweepstakes** (the “Sweepstakes” or “Contest”) is sponsored and administered by Thinkific Labs Inc., 400-309 Terminal Avenue, Vancouver, BC V0A 4C4, Canada (“Thinkific” or, the “Sponsor”) and is governed by these terms and conditions (the “Official Rules”). The Contest is in no way sponsored, endorsed, or administered by, or associated with any third party.

### CONTEST PERIOD

The Contest begins at 0:01 a.m. Pacific Time (“PT”) on July 26, 2025 and ends at 11:59 p.m. PT on July 29, 2025 (the “Contest Period”).

### ELIGIBILITY

The Contest is open to all legal residents of Canada and the United States of America (excluding residents of Quebec, Rhode Island and Florida), who are at the age of majority or older at the time of Entry (as defined below) (each an “Entrant” and collectively, the “Entrants”). The Contest is open to Entrants who are not currently on a paid Thinkific plan. Employees of Thinkific and its affiliates, and their immediate families (parent, child, sibling or spouse) and/or household members and any other persons or entities associated with this promotion are ineligible to enter or win. Limit of one Entry per person or business unless otherwise specified.

THE CONTEST IS VOID WHERE PROHIBITED OR OTHERWISE RESTRICTED BY FEDERAL, PROVINCIAL AND STATE LAWS.

### AGREEMENT TO OFFICIAL RULES

By participating, Entrants agree to abide by and be bound by these Official Rules as well as any decisions of the Sponsor, which are final and binding in all matters relating to the Contest. To win a Prize (defined below) you are required to fulfill all requirements set out by the Sponsor, including correctly answering a mathematical skill-testing question without assistance.

### HOW TO ENTER

ONLINE REGISTRATION method - To submit an entry (hereinafter referred to as “Entry” or “Entries”) using the Online Registration method, Entrants must, during the Sweepstake Period, submit their legal name, email address and company name in the submission box and

click enter on the registration page. To ensure equal chances of winning, no purchase is necessary and a purchase will not improve your chances of winning.

The Sponsor reserves the right to disqualify any person or e-mail address that submits more than the maximum allowed Entries. Released Parties (as defined below) are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected, or postage-due mailed entries. All Entries become the exclusive property of the Sponsor and will not be acknowledged or returned. By participating, Entrants consent for the Sponsor to obtain, use, and transfer their name, address, and other information for the purpose of administering this Contest and for other purposes as set forth below.

#### PRIZES & PRIZE CONDITIONS

The number of prizes available to be won is one.

The total value of the prizes is approximately **USDS \$2,388**.

Prize: Thinkific is pleased to present the winning Entrant with a **Thinkific Grow Annual License**, which will be announced and presented via email on **July 30, 2025**.

Receipt of the Prize is contingent upon the Potential Prize Winner (defined below) having provided accurate contact information as part of the Winner Notification process as outlined below and otherwise complying with the Official Rules.

#### WINNER SELECTION

Draw will occur from among all eligible Entries received by the Sponsor (the "Drawing"). Drawing for the Prize will take place at the Sponsor's office on or about July 30, 2025. Entrants do not need to be present to win. The Potential Prize Winner will be drawn at random. Any Entrant who Thinkific determines has manipulated the Voting, including by ballot stuffing, use of automated tools, or otherwise inappropriately influencing the results of Voting, or benefitting from any of the foregoing, will be disqualified in Thinkific's discretion. The potential Prize Winner (defined below) may be required to answer a skill-testing question and provide a release.

#### ODDS

Odds of winning the Prize will depend on the total number of eligible Entries received during the Contest Period.

#### WINNER NOTIFICATION

After the selection, the selected Entrant(s) (the "Potential Prize Winner") will be contacted by the Sponsor via email for Prize confirmation. The Potential Prize Winner will then have 10 business days to respond to the Sponsor, complete the required documentation, and claim the Prize. If the Prize or prize notification is returned as unclaimed or undeliverable to the

Potential Prize Winner, if a Potential Prize Winner cannot be reached within **10 calendar days** from the first notification attempt, if the Potential Prize Winner fails to return requisite document(s), within the specified time period, if a Potential Prize Winner declines the Prize, or if a Potential Prize Winner is not in compliance with these Official Rules, then such person will be disqualified and, at the Sponsors' sole discretion, an alternate Potential Prize Winner may be selected for the Prize at issue. Once a Potential Prize Winner successfully communicates with the Sponsor and completes the required document(s), and receives the Prize, then the Potential Prize Winner becomes a "Prize Winner".

ALL EXPENSES OR COSTS ASSOCIATED WITH ACCEPTANCE OF A PRIZE NOT MENTIONED HEREIN ARE THE SOLE RESPONSIBILITY OF THE PRIZE WINNER. No substitution or transfer of the Prize will be permitted. The Sponsor reserves the right at its sole discretion to substitute the Prize with another Prize of equal or greater value, including in the event that the Prize is not available. By accepting any Prize, the Prize Winner agrees to release and hold harmless the Released Parties (defined below) from and against any and all claims or cause of action arising out of participation in the promotion or receipt or use of the prize in question. The Prize Winner will be responsible for all local, provincial or state, and federal taxes associated with the receipt of their accepted prize. The Prize Winner is solely responsible for all matters relating to their prize after it is awarded.

By accepting a Prize, where permitted by law, the Prize Winner grants to the Released Parties (defined below) and those acting pursuant to the authority of the Sponsors and the Released Parties (which grant will be confirmed in writing upon the Sponsor's request), the right to print, publish, broadcast and use worldwide in all media without limitation at any time the Prize Winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification.

#### RELEASE AND LIMITATIONS OF LIABILITY

BY PARTICIPATING IN THE CONTEST, ENTRANTS AGREE TO RELEASE AND HOLD HARMLESS THE SPONSOR, ALONG WITH ITS RESPECTIVE PARENT COMPANIES, EMPLOYEES, OFFICERS, DIRECTORS, VOLUNTEERS, MEMBERS, SUBSIDIARIES, AFFILIATES, DISTRIBUTORS, SALES REPRESENTATIVES, ADVERTISING AND PROMOTIONAL AGENCIES (COLLECTIVELY, THE "RELEASED PARTIES"), FROM ANY CLAIMS, ACTIONS, INJURIES, LOSSES, DAMAGES, OR CAUSES OF ACTION ARISING DIRECTLY OR INDIRECTLY FROM THEIR PARTICIPATION IN THE CONTEST. THIS INCLUDES BUT IS NOT LIMITED TO, ACCEPTANCE, POSSESSION, USE, OR MISUSE OF THE PRIZE, AND ANY RELATED ACTIVITIES. ENTRANTS ACKNOWLEDGE THAT THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR ANY TECHNICAL ERRORS PREVENTING ENTRY SUBMISSION, UNAUTHORIZED HUMAN INTERVENTION, ADMINISTRATIVE ERRORS, OR ANY INJURY, DEATH, OR PROPERTY DAMAGE RESULTING FROM PARTICIPATION IN THE CONTEST OR THE USE OF THE PRIZE. FURTHERMORE, IN NO EVENT WILL THE RELEASED PARTIES BE LIABLE FOR ANY DAMAGES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, LOSS OF PROFIT, CLAIMS OF

THIRD PARTIES, OR ANY HARM RESULTING FROM THE ACCEPTANCE, USE, OR MISUSE OF THE PRIZE. ENTRANTS ALSO RELEASE THE RELEASED PARTIES FROM ANY LIABILITY FOR INJURIES, DEATH, LOSSES, OR DAMAGES TO PERSONS OR PROPERTY, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY THAT MAY ARISE FROM PARTICIPATING IN THE CONTEST OR ITS RELATED ACTIVITIES. PRIZE WINNERS ACKNOWLEDGE THAT THE RELEASED PARTIES HAVE NOT MADE, NOR ARE THEY RESPONSIBLE OR LIABLE FOR, ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE PRIZE.

## GENERAL CONDITIONS

If for any reason, as determined by the Sponsor in its sole discretion, the operation or administration of this Contest is impaired or incapable of running as planned for any reason, including but not limited to: (a) infection by computer virus, bugs, (b) tampering, unauthorized intervention, (c) fraud, (d) technical failures, or (e) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice. The Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest or Sponsor's Website; or (b) acting in violation of these Official Rules or in an unfair or disruptive manner.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Failure by the Sponsor to enforce any provision of these Official Rules does not constitute a waiver of that provision. In the event of a dispute as to the identity of a Prize Winner based on an e-mail address, the winning Entry will be declared by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted e-mail address.

## USE OF DATA

All information submitted by Entrants will be treated according to the Sponsor's privacy policy, available at <https://www.thinkific.com/privacy-policy/> (the "Privacy Policy"), as amended from time to time in accordance with its terms. By participating in the Contest and providing any personal contact information, Entrants hereby agree to the Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted the [Privacy Policy](#).

## DISPUTES

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrants and the Sponsor or the Released Parties in connection with the Contest, will be governed by, and construed in accordance with the Laws of the entrants Province or State in which they reside. Any legal proceedings arising out of these Contest or relating to these Official Rules will be instituted only in the province or state courts of relevant city, and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules will otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the prizes set forth above represents the Sponsor's good faith determinations of the approximate retail value and such determinations are final and binding and cannot be appealed. If the actual value of any prize turns out to be less than the stated Approximate Retail Value, the difference will not be awarded in cash.

## WINNERS LIST REQUEST

To request confirmation of the name, city, and province or state of residence of the Prize Winner, please send a self-addressed, stamped business-size envelope, by

August 31, 2025

to: Thinkific Labs Inc., 400-369 Terminal Avenue,  
Vancouver, BC V6A 4C4, Canada