

ARC'TERYX GUEST PERSONA GIVEAWAY
(the "Prize Draw")
OFFICIAL RULES

NO PURCHASE OR ENTRY FEE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

Sponsor: Arc'teryx Equipment, a division of Amer Sports Canada Inc., registered under N° BC1040997 at British Columbia, Canada, with a principal office at 110 - 2220 Dollarton Highway, North Vancouver, British Columbia, Canada, V7H 1A8 and its respective parents, affiliates and subsidiaries, and the directors, officers, employees, and agents ("Sponsor" or "Organizer"). This promotion promotes Arc'teryx.

1) ELIGIBILITY: This Prize Draw is offered only to permanent, legal residents of the fifty (50) United States, including the District of Columbia, and Canada excluding Quebec, with a valid mailing address (P.O. Box not accepted) ("Territory"), of at least the age of majority in the legal residents country as of the day on which they enter. And be in the CRM English speaking subscriber list. Employees of Sponsors, and of each of their respective parents, affiliates, subsidiaries and related companies, advertising and promotion agencies, and the immediate families (spouse, and parents, siblings and children, and each of their respective spouses regardless of residence) and household members of each, whether related or not, are not eligible. Void where prohibited.

2) TIMING: The Prize Draw begins at 12:00:01 am PST on June 9, 2026 and ends at 11:59:59 pm PST on July 30, 2026 (the "Entry Period").

3) HOW TO ENTER: No purchase necessary. **Entry:** During the Entry Period, entrants must complete the persona segmentation survey before the survey close date. Incomplete or inaccurate entry forms are void. Follow the instructions on the webpage to complete the Prize Draw entry form, including submitting your name, email address, and other required information. By entering, you acknowledge compliance with these Official Rules including all eligibility requirements. Failure to comply with the Official Rules may result in disqualification from the Prize Draw. Entries become the property of Sponsors and will not be returned. Please see the privacy policy located at <https://arcteryx.com/ca/en/help/privacy> for details of Sponsor's policy regarding the use of personal information collected in connection with this Prize Draw.

FOR US, CANADA, JAPAN, AND AUSTRALIA ONLY: BY SUBMITTING AN ENTRY, ENTRANT ACKNOWLEDGES THAT HIS/HER NAME MAY BE POSTED ON ANY SPONSORS MEDIA PAGES OR ON SPONSORS WEBSITES, IN SPONSOR'S DISCRETION IN CONNECTION WITH THE PRIZE DRAW.

LIMIT ONE (1) ENTRY PER PERSON, PER EMAIL ADDRESS, OR PER HOUSEHOLD ADDRESS DURING THE PROMOTIONAL PERIOD. LIMIT OF ONE (1) PRIZE PER PERSON FOR THIS PROMOTION. Although subsequent attempts to enter may be received, only the first entry received from a particular individual will be eligible to win. Additional attempts to

enter the same drawing will be disqualified. The submission of an entry is solely the responsibility of the entrant. Entries may only be made according to the method described above. Only eligible entries actually received by Sponsors and Administrators before the end of the specified entry deadline will be included in the prize drawing. Illegible, unintelligible, incomplete or garbled entries will be disqualified.

You may receive direct electronic marketing, such as promotional messages by the Organizer, by checking the box indicated on the entry form. You can always opt-out from receiving direct electronic marketing by following the instructions in the messages or by contacting privacy@arcteryx.com.

4) CONDUCT: By entering the Prize Draw, entrants agree to comply with and be bound by these Official Rules. The Official Rules will be available throughout the Entry Period on the Sponsor's website. Failure to comply with these Official Rules may result in disqualification from the Prize Draw.

Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Prize Draw; (b) violating the Official Rules; or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PRIZE DRAW MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

5) PRIZES. LIMIT ONE (1) PRIZE PER PERSON: Up to twenty-five (25) Prizes; one (1) Prize per person.

The "Prize": The "Prize" consists of twenty-five (25) gift-cards to Arc'teryx (Approximate Retail Value ("ARV": \$200). ARV of the total Prize is: \$5,000.

Any difference between stated approximate retail value and actual value of Prize will not be awarded.

6) PRIZE RESTRICTIONS/CONDITIONS: The Prizes are personal, non-exchangeable, non-transferable and non-refundable. No cash alternative is available. If any prize (or any part thereof) becomes unavailable due to circumstances beyond the Organizer's control, Organizer may offer an alternative prize of equal or greater monetary value. To the extent not prohibited under applicable mandatory law, you will be solely responsible for all applicable taxes relating to your receipt and/or use of the Prize, if applicable. The Organizer will give notifications to tax authorities and pay any taxes that it is obliged to pay in accordance with applicable mandatory law.

Except where prohibited by law, potential winners may be required to return an Affidavit of Eligibility and Publicity & Liability Release and any other reasonably required documents within three (3) days following attempted notification or prize may be forfeited.

Unless otherwise provided under applicable mandatory law or expressly stated in writing in connection with the distribution of the Prize, the Prize is awarded on an "as is" basis and the Organizer, nor any of its affiliates, makes any representations or warranties of any nature with respect to the Prize.

For Japan Entrants: In the event the Prize Draw is open to participants under the age of majority, consent by a legal guardian is a condition of a participant under the age of majority's participation, and by participating such consent is deemed to have been secured.

7) DRAWING: Up to twenty-five (25) potential Prize Winner will be selected at random from a drawing of all eligible entries received during the Entry Period. The date of the selections will be on 11:59:59 am PST on August 1, 2026 For residents in the US and Canada, the selection time and date is an approximation.

The odds of winning will depend on the total number of eligible entries during the Entry Period.

CANADA, BELGIUM, CZECH REPUBLIC, AND POLAND RESIDENTS ONLY – If an eligible Canadian, Belgium, Czech Republic or Polish entrant is selected as a potential winner, he/she will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question administered by telephone at a pre-arranged, mutually convenient time before being declared a winner. If a selected Canadian, Belgium, Czech Republic or Polish potential winner cannot be reached by telephone within a reasonable time period or fails to correctly answer the skill-testing question, as determined at Sponsor's sole discretion, he/she may be disqualified, and Sponsor will select another potential winner from the pool of eligible entries for that drawing. The word "Prize Draw" shall be synonymous for "contest" for Canada, Belgium, Czech Republic, and Poland Residents.

8) NOTIFICATION OF WINNERS/AWARDING OF PRIZE: The potential Prize Winners will be notified via email.

For participants in the United States, Canada, and the United Kingdom, by entering this Promotion, you agree to such publication of your name if you are a winner at in Arc'teryx marketing and social media.

For residents of Canada and the United Kingdom: You are allowed to withdraw your consent at any time. If you object to any or all of your surname, county and winning entry being published or made available, please contact Organizer privacy@arcteryx.com. In such circumstances, organizer must still provide the information and winning entry to the Advertising Standards Authority in the UK on request.

The winner agrees that he/she will be contacted by e-mail or phone based on the contact information given in connection of participation. If a winner cannot be reached within three (3) business days as of the date on which the Organizer first attempted to reach the winner, or if the Organizer has reasonable grounds for believing that a Participant has contravened any of these Terms, the initial winner will be considered to have forfeited his/her right to the prize and the

Organizer is entitled to either draw another winner or forego awarding the Prize. The Organizer's decision(s) are final and no correspondence shall be entered into.

Delivery: The prizes will be delivered within 12 weeks via UPS if a physical product. Organizer shall pay all costs associated with delivery. Shipping or delivery is free of charge only to the following countries: Austria, the fifty (50) United States, including the District of Columbia, Canada, Germany, Austria, Belgium, Denmark, Finland, France, Ireland, Norway, Poland, Czech Republic, United Kingdom, Sweden, Switzerland, Australia and Japan.

9) GENERAL CONDITIONS

Except where prohibited by law, Organizer is not responsible for any typographical errors in these Terms or the advertising and promotion of the Promotion; any kind of electronic, hardware, software or technical problems caused by Organizer, the user or by any of the equipment or programming associated with or utilized in the entry process; any human error which may occur in the processing of the entries or the selection of the entries, or which may limit any Participant's ability to participate in this process.

If the Promotion becomes compromised, hampered, interrupted, not capable of running as planned, or rendered impossible of performance in any way, Organizer reserves the right, in its sole discretion, to cancel, suspend or withdraw the Promotion, or to amend these Terms without notice, and, if possible, select Prize Winner(s) from all eligible entries received prior to or after the cancellation, suspension, reschedule or withdrawal.

Each Participant will not knowingly damage or cause interruption to the Promotion and/or prevent others from participating in the process. CAUTION: ANY ATTEMPT TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION HEREUNDER VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, ORGANIZER MAY DISQUALIFY ANY PARTICIPANT MAKING SUCH ATTEMPT AND ORGANIZER MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

By entering the Promotion, Participants agree to be bound by these Terms and the decisions of Organizer.

10) LIABILITY

For residents of Germany – Organizer or its affiliates are subject to liability for claims for damages resulting from injury to life, body or health or from the violation of essential contractual obligations as well as liability for other damages arising from an intentional, fraudulent or grossly negligent breach of duty of Organizer or its affiliates. In other cases in which damages are the result of slight negligence, the Organizer's and/or its affiliates' liability will be limited to the value of the prize to the extent permitted by applicable mandatory law. In all other cases, the Organizer's liability is excluded.

For Residents of all other countries of in the Territory – Nothing in these Terms shall exclude or in any way limit the Organizer's liability for fraud, or for death or personal injury caused by

the Organizer's negligence or any other liability to the extent the same may not be excluded or limited as a matter of law. Some jurisdictions may not permit limitations of certain rights, claims, implied warranties or types of damages. Some of the following limitations may, therefore, not apply to you.

Subject to previous section, the following shall apply. To the extent permitted by applicable mandatory law, by participating in the Promotion, you agree to release the Organizer and their respective parents, affiliates, subsidiaries, and related companies, divisions, advertising and promotion agencies and the respective employees, directors, and officers of the foregoing (collectively, the "Releasees") from any and all liability arising in any manner out of the Promotion including, without limitation, the selection of the winner, the administration of the Promotion, and the acceptance or the use of the prize or any component thereof as well as to indemnify and hold the Releasees harmless from and against any claims, damages, liabilities, losses, costs or expenses arising from, or attributable to, any of your acts or omissions relating to the Promotion. Except in the event of gross negligence or willful misconduct, the Releasees' liability will in any case be limited to the value of the prize to the extent permitted by applicable mandatory law.

11) DISPUTE RESOLUTION

This Promotion is offered only in the fifty (50) United States, including the District of Columbia, and Canada, excluding Quebec and is governed by the laws of the participant's country of residence, excluding conflict of law principles.

For residents of Europe - If the parties cannot solve the matter amicable through negotiations, all disputes, claims, and disagreements shall be finally settled by the competent courts of Participant's country of residence, which shall have exclusive jurisdiction to resolve the dispute.

For residents of all other countries in the Territory – All claims must be resolved in the federal or state courts of Cook County, Illinois, United States. Participant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, other than those concerning the administration of the Promotion or the determination of winners, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate Illinois State Court located in Chicago, Illinois; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (iv) under no circumstances will Participant be permitted to obtain awards for, and Participant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** Laws in the Participant's country of residence may give Participant the right to file claims before the courts of that country and may provide that some laws of that country are also applicable to this Promotion. However, if any provision of these Terms or the application of any such provision to

any person or circumstance shall be declared to be invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of these Terms, it is the intent and agreement of the parties that these Terms shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal and enforceable while preserving its intent or, if such modification is not possible, by substituting therefore another provision that is valid, legal and enforceable so as to materially give effect to Organizer's intent.

12) PRIVACY POLICY & PERSONAL DATA:

For residents of Europe: The personal information collected as part of the contest, including the name, email address, and any other data provided by the participants, is necessary for the management of the draw and the awarding of prizes. The collected data will be used exclusively for the purposes of managing the contest and verifying the identity of the winners. The legal basis for data processing is the participants' consent, which is obtained when they participate. The participants' personal data will be kept for one month after the end of the contest. After this period, they will be deleted. In accordance with the General Data Protection Regulation (GDPR), participants have rights of access, rectification, deletion, restriction of processing, and data portability. They can also object to the processing of their data. To exercise these rights, participants can contact Customer Service via the website <https://arcteryx.com>.

If you participate in the Promotion, the Sponsor will process the personal data collected from you in order to process the Promotion, in particular for the purpose of checking eligibility to participate, to run the selection of the winner, to inform you of any prizes and for the purpose of delivering or providing any prizes. Further details on the handling of personal data and information on your rights can be found in our privacy notice provided herein.

The Privacy Attachment A applies to all residents of Europe.

For all other residents: By entering the Prize Draw, you agree to Sponsor's use and dissemination of your personal information to third parties. Such use and dissemination of such personal information shall be subject to any privacy policy of Sponsor then in effect, available at <https://arcteryx.com/ca/en/help/privacy>.

13) WINNER LIST: *This section is applicable only to United States and Canadian residents.* For a list of the Prize Winners, mail a self-addressed, stamped envelope to be received by December 31, 2026 to: Arc'teryx GUEST PERSONA GIVEAWAY WINNERS, Attn: Legal Department, 110 - 2220 Dollarton Highway, North Vancouver, British Columbia, Canada, V7H 1A8. For Canadian residents, postage is free if mailed in Canada.