

**Terms & Conditions - BMO InvestorLine AIR MILES Contest 2025**

Enter with BMO InvestorLine for your chance to win up to 1,000,000 AIR MILES® Reward Miles™.

No purchase or use of AIR MILES Reward Miles is necessary. A purchase will not increase your chances of winning. Participation is voluntary. Odds of winning a prize are dependent on the number of eligible entries received during the Contest Period (defined below). Void where prohibited or restricted. Your participation in this BMO InvestorLine AIR MILES Contest 2025 ("Contest") constitutes full and unconditional agreement and acceptance of these rules and regulations ("Contest Rules"). By participating in the Contest, each participant represents and warrants that they meet the eligibility requirements and that they have read, accept, and agree to be legally bound and comply with the Contest Rules. The Contest is governed by applicable Canadian law and is open to all residents of Canada who have reached the age of majority in their province or territory of residence at the time of entry, except employees (and those with whom such employees are domiciled) of the Contest Sponsor, AIR MILES Loyalty Inc., their affiliated companies or agents, advertising and promotion agencies and the Contest judges.

Contest Sponsor

This BMO InvestorLine AIR MILES Contest 2025 is sponsored by BMO InvestorLine Inc. ("BMO InvestorLine" or "Contest Sponsor"). AIR MILES Loyalty Inc. is in no way connected to the sponsorship or management of this Contest.

The Contest

The Contest begins on Tuesday, July 15, 2025, at 12:01 AM and ends on and ends at 11:59 p.m. on Wednesday, December 31, 2025 Toronto time (the "**Contest Period**") and applies to **new and existing BMO InvestorLine clients** (referred to in this document as "**you**") who fund a **qualifying Self-Directed or adviceDirect Account** (the "**Contest Account**") and/or who complete the no-purchase-necessary alternative Contest entry method set out below.

The Prize

Deposit at least \$1,000 Net New Assets ("**Net New Assets**" or "**NNA**") into the Contest Account as set out in more detail below (and/or complete the no-purchase-necessary alternative method set out below) to be entered into a draw to win prizes ranging from 25,000 to 1,000,000 AIR MILES Reward Miles ("Miles"), with a total prize pool of 1,500,000 Miles to be distributed across twelve (12) different winners. No more than the stated number of prizes will be awarded under any circumstance. Only one prize per Declared Winner. *Net New Assets is defined in paragraph 3 under the section below titled "PLEASE NOTE". The minimum balance required when opening an adviceDirect account is \$10,000.

Number of Prizes Available to be Won	AIR MILES Reward Miles
1 x Grand Prize	1,000,000
1 x Secondary Prize	250,000
10 x Tertiary Prizes	25,000

In order to receive an AIR MILES Reward Miles prize, you must be an AIR MILES collector with an active collector account ("**Collector Account**"). If you are not already an AIR MILES collector, you may enroll in the AIR MILES Reward Program by visiting airmiles.ca and opening a Collector Account. By enrolling to become an AIR MILES collector, you agree to be bound by the terms and conditions of the AIR MILES Reward Program as amended from time to time.

The approximate retail value of an AIR MILES Reward Miles prize depends on the chosen method of redemption, available reward options at the time of redemption, and the set preference between AIR MILES Cash and AIR MILES Dream accounts. If redeemed with AIR MILES Cash, 95 Cash Miles can be used in-store for \$10 towards purchases at participating AIR MILES Partners or 95 Cash Miles can be used online for eVouchers for \$10 worth of value at participating Reward Partners. If redeemed for flights, value depends on destination chosen, date of travel and use of multiple carriers or suppliers. Declared Winner must pay applicable taxes, related transportation fees, governmental levies, excess baggage and other non-ticket costs. The value of AIR MILES

Reward Miles used for non-flight reward options depends on reward options in effect at the time of redemption. AIR MILES Reward Miles prize is subject to the Terms and Conditions of the AIR MILES Reward Program as amended from time to time to which you agree to be bound by enrolling to become an AIR MILES collector. AIR MILES Reward Miles prize is not transferable or convertible to cash and must be accepted as awarded without substitution, transfer, exchange, or assignment.

AIR MILES Reward Miles prize will be posted directly into the AIR MILES Collector Account of the Declared Winner (who shall provide their Collector Account number to the Contest Sponsor in accordance paragraph 4 of the section below titled "PLEASE NOTE"), by February 27, 2026 (subject to paragraph 6 of the section below titled "PLEASE NOTE"). To ensure that the Declared Winner receives the prize in their preferred Collector Account, Declared Winner should ensure their balance preference (AIR MILES Cash account or AIR MILES Dream account) is set as desired prior to the prize being credited to their Collector Account. Neither AIR MILES Loyalty Inc. nor the Contest Sponsor or their affiliates or agents will be responsible to ensure the Declared Winner's preferred AIR MILES balance setting. Prizes will be awarded based on the Declared Winner's indicated balance preference on their Collector Account (AIR MILES Cash or AIR MILES Dream) at the time the prize is credited to their Collector Account.

Qualifying Account Types

Self-Directed or adviceDirect Cash or Margin (individual or joint), Corporate, Sole Proprietorship, TFSA, RRSP, RRIF, Spousal RRSP, and Spousal RRIF. In the case of a joint account, only the primary account holder will be eligible to enter the Contest.

How to Qualify – Contest Eligible Entry

You can enter the Contest using either one of, or a combination of both of the two (2) entry methods below:

Option A. Contest Eligible Entry (Account Funding Method)

This way to opt-in to the Contest depends on whether you are an existing or new BMO InvestorLine client.

For Existing Clients: An existing client (with an open BMO InvestorLine account as of July 15, 2025) can opt-in to enter the Contest between July 15, 2025, and September 1, 2025 (the "Funding Deadline") in **one** of the following ways:

- (a) **In-Platform Opt-In:** By selecting one (1) qualifying, existing BMO InvestorLine account as your designated "Contest Account" via a promotional advertisement within the BMO InvestorLine online platform.
- (b) **Email Opt-In:** By following the specific link provided in a targeted promotional email for this Contest.
- (c) **Manual Opt-In:** By contacting the BMO InvestorLine Help Desk and requesting to be manually opted-in to the Contest; or
- (d) **New Account Opening:** By opening a new, qualifying BMO InvestorLine account and applying the promotion code **AML2025**.

For New Clients: A new client (who does not have an open BMO InvestorLine account as of July 15, 2025) can enter by opening a new, qualifying BMO InvestorLine account and applying the promotion code **AMA2025** or **AMO2025** during the application process between July 15, 2025, and the Funding Deadline of September 1, 2025.

Entry Tiers (Applies to both New and Existing Clients):

Regardless of the opt-in method used, the number of Contest entries received will be determined by the cumulative sum of Net New Assets deposited across all of your qualifying BMO InvestorLine accounts according to the tiers below. To qualify, you must fund a cumulative minimum of \$1,000 in Net New Assets by the Funding Deadline and maintain this amount until December 31, 2025 (the "Holding Period"). The number of Contest entries received is as follows (for clarity, awarded Contest

entries associated with the tiers below are not cumulative - you will only receive Contest entries indicated for the highest tier of funding achieved):

Net New Assets Deposited	Contest Entries Received
\$1,000 - \$49,999	5
\$50,000 - \$249,999	25
\$250,000 - \$999,999	100
\$1,000,000+	150

You will continue to qualify for the Contest entries if during the Holding Period **market fluctuations** cause your Net New Assets to fall below the minimum threshold.

Option B. Contest Eligible Entry (No Purchase or Use of AIR MILES Reward Miles Necessary Method)

To enter the Contest without funding a BMO InvestorLine account, you may enter via mailed-in essay. To receive entries for the Contest, you must open a new BMO InvestorLine Self-Directed TFSA or use an existing BMO InvestorLine account for your Contest Account and:

Essay: Write an original essay of at least 150 words on the topic, “My dream travel destination and why,” on a piece of paper. On the same paper, clearly print your full name, mailing address, email address, daytime telephone number, and BMO InvestorLine account number. If more than one essay is submitted, each essay must address a different dream travel destination and be written on a separate piece of paper.

Mailing: Essay entries must be placed in a single sealed envelope with sufficient postage and be mailed to: BMO InvestorLine Marketing, 100 King St W, 37th Floor, Toronto, ON M5X 1A1. To be eligible, mailed entries must be received by BMO InvestorLine at the address indicated no later than before the end of the Contest Period at 11:59 p.m. on December 31, 2025.

Entry Tiers: (for clarity, awarded Contest entries associated with the tiers below are not cumulative - you will only receive Contest entries indicated for the highest tier achieved of eligible mail-in essays submitted):

- Submit one (1) eligible mail-in essay: Receive 5 entries.
- Submit (a single batch of) two (2) eligible mail-in essays (in the same outer envelope): Receive 25 entries.
- Submit (a single batch of) five (5) eligible mail-in essays (in the same outer envelope): Receive 100 entries.
- Submit (a single batch of) ten (10) eligible mail-in essays (in the same outer envelope): Receive 150 entries.

The maximum number of mailed-in essays is ten (10) per eligible Contest entrant during the Contest Period (a maximum of 150 entries into the Contest). Each essay must be original. Entries with unoriginal, programmed, robotic, or reproduced content, that are incomplete, damaged or otherwise irregular, which contain, depict, display, or involve any crude, vulgar, profane, offensive, harassing, threatening, derogatory, demeaning, defamatory, racist, abusive, hateful, violent, obscene, or discriminatory words, content, images, depictions, symbols or material; or which condone or incite violence, bullying or other unlawful behaviour including as relates to drugs or alcohol; contain any political content or propaganda; or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Contest Sponsor in its sole discretion; as well as any entries that are not otherwise in compliance with these Contest Rules; are void. The Contest Sponsor, AIR MILES Loyalty Inc., their affiliates and agents and the Contest judges are not responsible for entries that are not received before the end of the Contest Period for any reason, including entries that are lost, stolen, late, or misdirected; or for illegible or incomplete entries that are received, all of which are void.

PLEASE NOTE:

1. **Consent to Use Information** By entering this Contest, you expressly consent to the Contest Sponsor and AIR MILES Loyalty Inc., their affiliates, agents and/or representatives, storing, sharing and using your personal information associated with your entry for the purpose of administering the Contest and in accordance with BMO's Privacy Policy (available at [BMO Canada - Our Privacy Code](#)) and to your receipt of commercial electronic messages for the purpose of administering the Contest. You further consent to the use of your name for general news, advertising and informational purposes including public notice of Declared Winners associated with the administration of the Contest, without further notice or compensation.
2. **Maximum Eligible Entries Permitted** Regardless of whether using Contest entry Option A, Option B or a combination of both Option A and B, the maximum number of entries that any eligible Contest entrant can receive is 150 entries. If combining both Options A and B to enter, the number of entries that an eligible entrant will receive will be based on the highest entry tier achieved as between Option A and Option B. In other words, if an entrant satisfies the entry criteria under both Option A and Option B, they will not earn entries under both methods; they will only earn entries from whichever method results in them receiving a greater number of total entries based on the entry tiers that they satisfied.

See scenario below for further clarification.

Lisa funds her Contest Account with \$1,500, which she maintains to the end of the Contest Period and qualifies for five (5) entries using Option A, the Account Funding Method. During the Contest Period, Lisa also submitted a batch of two (2) valid mail-in essays, which qualifies her for twenty-five (25) entries using Option B, the No Purchase or use of AIR MILES Reward Miles Necessary Method. At the end of the Contest Period, Lisa will receive twenty-five (25) entries in total, as it is the higher tier achieved of the two entry methods used.

3. **Net New Assets** are cash and/or securities sourced from a non-BMO Wealth Management account. Assets held at any time prior to the Contest Period in an account with BMO InvestorLine Inc., BMO Nesbitt Burns Inc., BMO Private Investment Counsel Inc., or BMO Investments Inc. do not qualify as Net New Assets and cannot be used to fund the Contest Account. The originating source of the assets will be tracked throughout the Contest Period (July 15, 2025-December 31, 2025).
4. **Draw and Winner Declaration** The following eligible winner selection process will take place after the end of the Contest Period. On Monday, January 19, 2026, at approximately 12:00 p.m. Toronto time, at 100 King Street West, 37th Floor, Toronto, Ontario, twelve (12) eligible entries will be selected at random from all eligible entries received during the Contest Period (each a "**Selected Eligible Entrant**") by Contest judges employed with BMO InvestorLine whose decisions will be final and binding. All prizes will be awarded. **Before being declared a winner:** each Selected Eligible Entrant must first correctly answer without assistance, a time-limited mathematical skill-testing question to be administered by email. Selected Eligible Entrants will be contacted by email on Tuesday, January 20, 2026, by BMO InvestorLine and will be required to return by email to AMContest@bmo.com by 11:59 p.m. Friday, January 30, 2026, the correct answer to the math skill-testing question, their AIR MILES collector number, a declaration of Contest eligibility and an accepted liability release, which: a. confirms compliance with the Contest Rules; and b. releases the Contest Sponsor, AIR MILES Loyalty Inc., their affiliates and agents, advertising and promotion agencies, the Contest judges and each of their respective officers, directors, agents, representatives, successors and assigns ("**Releasees**") from any liability in connection with the Contest, the Selected Eligible Entrant's participation therein and/or the awarding and use or misuse of the prize or any portion thereof. Upon fulfillment of all conditions of the Contest Rules, the Selected Eligible Entrant will be declared a winner ("**Declared Winner**"), confirmed by email notification.

If a Selected Eligible Entrant: (i) cannot be contacted by email due to a return of the email notification as undeliverable for any reason; (ii) fails to correctly answer the skill-testing question; (iii) fails to return any of the skill-testing question response, AIR MILES collector number, declaration of Contest eligibility and accepted liability release within the specified time; or (iv) does not comply with all Contest Rules, then the Selected Eligible Entrant will be disqualified and will not be awarded a prize. The Contest Sponsor reserves the right to draw at random from among all remaining eligible entries

received in accordance with the Contest Rules, an alternate Selected Eligible Entrant. The Contest Sponsor will email the new Selected Eligible Entrant within three (3) business days from selection, and the new Selected Eligible Entrant will be subject to the same conditions set in the Contest Rules. This process will continue until the prize is awarded or there are no more eligible entrants. No communication will be entered into other than providing confirmation through entrants' secure BMO InvestorLine MyLink inbox i) if an eligible Contest entry has been made; (ii) if applicable, number of eligible entries received by an eligible entrant as at the Funding Deadline; (iii) after Contest Period, the final total eligible entries received by an eligible entrant, if any; and otherwise with Selected Eligible Entrants and Declared Winners pursuant to the Contest Rules.

5. **No appeal** The decisions of the Contest judges with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. To the extent permitted by law, any dispute arising from this Contest shall be governed by and construed in accordance with the laws of Ontario, without reference to its conflict of law principles, and you consent to the personal jurisdiction of the courts located in Toronto, Ontario and agree that such courts have exclusive jurisdiction over all such disputes.

6. **Posting prize** The prize will be posted to the Declared Winner's AIR MILES Collector Account by Friday, February 27, 2026, provided you comply with all requirements outlined in these Contest Rules, through Contest Eligible Entry Option A and/or Option B. Declared Winners are solely responsible for all costs related to the prize not expressly described herein.

See scenario below for further clarification.

During the Contest Period, David opened a new Individual Investment account (his Contest Account) with \$5k NNA. One month later, he deposited an additional \$100K NNA into his Contest Account. Since \$105K Net New Assets were deposited to his Contest Account by the Funding Deadline, he qualifies for 25 contest entries.

7. Withdrawals across any of your Self-Directed and adviceDirect Accounts during the Holding Period will be deducted from your Net New Assets. You will not qualify for the Contest entries if during the Holding Period **withdrawals** across any of your Self-Directed and adviceDirect Contest Accounts cause your Net New Assets to drop below the minimum threshold.

See scenarios below for further clarification.

- (i) During the Contest Period, David opened a new registered account (his Contest Account) with a \$300K deposit (\$1K was the min. requirement to meet Contest eligibility) and qualifies for 100 Contest entries. However, during the Holding Period, he withdrew \$50K from his non-registered account.
- This brings his Net New Assets to \$250K.
 - Since \$250K is the minimum threshold for 100 Contest entries, he remains eligible.
- (ii) During the Contest Period, David opened a new Individual Investment account (his Contest Account). He deposited \$10K before the Funding Deadline, but during the Holding Period, he withdrew \$10K from his account.
- This brings his Net New Assets to \$0.
 - Since \$1K is the minimum threshold, he no longer qualifies to receive Contest entries.
8. All Accounts must be in good standing throughout the Holding Period to qualify for the Contest entries. If during the Holding Period the Contest Account has: (a) been in a debit position, (b) had unfunded margin calls, or (c) had outstanding documentation or other pending items, the Contest Account may be deemed ineligible, in our sole discretion.

9. The Contest Sponsor may cancel, suspend, revise, or change the Contest and terms of the Contest (including the Contest Period) set out herein, without notice, at any time, in its sole discretion for any reason including in the event of an error, tampering, unauthorized intervention, fraud, or any other cause beyond the reasonable control of the Contest Sponsor that interferes with the proper conduct of this Contest as contemplated by these Contest Rules. The Contest Sponsor further reserves the right, in its sole discretion, to immediately void entries at issue, disqualify any client from eligibility for the prize and Contest set out herein and any future offers and associated promotions, if found or considered by the Contest Sponsor to be engaged in any conduct that impairs the fair operation and/or integrity of the offer and Contest and reserves the right to seek remedies and damages as permitted by law.
10. **Tax** There may be tax implications to the prize. If you require tax advice, please contact your personal tax advisor.
11. BMO Employee Share Ownership Plan transfers are not permitted and are not eligible and are not included in this Contest. No exceptions will be made.
12. Should any term or provision of the Contest Rules or any other rule herein be concluded to be void, unenforceable or contrary to applicable law as provided herein, such term or provision shall, but only to the extent necessary to bring the rule within the requirements of such law, be deemed to be severed from the other terms and conditions; and the remainder of these Contest Rules shall be given effect as if it had not included the severed item.
13. All entries become property of the Contest Sponsor and will not be returned, and proof of submission of any entry will not be deemed proof of receipt. Use of any automated system to enter is prohibited and will automatically result in disqualification.
14. **Limitation of Liability**

General - The Releasees do not assume any responsibility and each Contest entrant releases the Releasees of and from any and all claims, actions, damages, loss, injury, costs, demands, and liabilities of whatever nature or kind arising in connection with the Contest and/or the prizes including without limitation, the administration of the Contest, the selection and confirmation of winners, the awarding and use of the prizes, and the AIR MILES Reward Program and its termination, in any way.

Without limiting the generality of the forgoing: a) Contest Information and Entries - the Releasees are not responsible for entries that do not conform with or satisfy any or all of the conditions of the Contest Rules, as determined by the Contest Sponsor in its sole and absolute discretion; (iii) any failure of, errors, or problems with websites associated with the Contest, including any website feature, howsoever caused, (iv) traffic congestion on the Internet and any postal delays, strikes or failures, (v) injury or damage to an entrant's or any other person's computer related to or resulting from participating in the Contest; (vi) any errors, omissions, incorrect or inaccurate information in any Contest-related materials howsoever caused; (vii) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; and

b) Prizes - the Releasees shall further not have any obligation or responsibility, including any responsibility to award any prizes to entrants, with regard to: (a) any inability of the Declared Winners to accept the prizes for any reason; (b) if a prize cannot be awarded due to delays or interruptions arising from exceptional circumstances including natural disasters, terrorism, war, weather and/or any other similar event beyond the Contest Sponsor's reasonable control; or inaccurate capture of entry or use of AIR MILES Reward Miles information, even if it limits your ability to participate in the Contest.
15. For a list of Declared Winners please send a self-addressed stamped envelope to BMO InvestorLine Marketing, 100 King St W, 37th Floor, Toronto, ON M5X 1A1 within 120 days after the end of the Contest Period.

InvestorLine Inc. is a wholly owned subsidiary of Bank of Montreal. adviceDirect is a product of BMO InvestorLine Inc. adviceDirect does not provide portfolio management by a portfolio manager. The client makes their own investment decisions and manages their own investment portfolio. adviceDirect does not offer discretionary, managed accounts. Member – Canadian Investor Protection Fund and Member of the Canadian Investment Regulatory Organization.

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AIR MILES

For the avoidance of doubt, the terms and conditions of the AIR MILES Reward Program are separate from, and in addition to, these Contest Rules and any other terms and conditions relating to the use of BMO services. Nothing in these Contest Rules changes or prejudices AIR MILES Loyalty Inc.'s rights under the AIR MILES Reward Program and its terms and conditions.

AIR MILES Loyalty Inc. and its principals shall not be treated as agents of the Contest Sponsor for any purpose. The Contest Sponsor is not responsible for the AIR MILES Reward Program, including its termination, in any way. You will therefore not bring any claims against Contest Sponsor for any matter connected in any way with the AIR MILES Reward Program.

AIR MILES Loyalty Inc. is in no way associated with the management of this Contest and therefore accepts no responsibility for ensuring that these Contest Rules and any advertising materials published in association with this Contest do not contain any statements, claims or representations that are misleading or inaccurate, and that they are otherwise in compliance with laws of general application.

