

Flora's 12 Days of Spontaneous JOY Sweepstakes

Official Rules

This Promotion is intended only for residents of the 50 United States of America and the District of Columbia, except the states of New York and Florida; and all of the provinces of Canada except Quebec. The terms and condition of this Promotion shall be construed and evaluated to the greatest extent allowed by law, according to the law of the state of Washington, and otherwise the law of the United States of America.

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

ELIGIBILITY REQUIREMENTS: The 12 Days of Spontaneous JOY Sweepstakes ("Promotion") is only open to those who are, at the time of entry, a legal resident of one of the 50 states of the United States of America and District of Columbia, EXCLUDING THE STATES OF NEW YORK and FLORIDA; or any province of Canada EXCLUDING THE PROVINCE OF QUEBEC, and who are 18 years of age or older. Employees of Flora Inc. or Flora Manufacturing and Distributing Ltd., its parent, subsidiary, and affiliated companies (collectively, "Sponsor" or "Flora") are not eligible. Persons residing in any state, district or province that prohibits the Promotion shall not be eligible to win.

PROMOTION PERIOD: The Promotion begins on December 1, 2019 at 08:00:01 a.m. PT and ends on December 12, 2019 at 11:55:00 p.m. PT (the "Promotion Period").

HOW TO ENTER: Go online to www.florahealth.com/12daysofjoy each Day during the Promotion Period and follow the directions to enter by providing your first name, last name, and email address. Upon submitting a completed online entry form you will receive one entry into the Promotion. Each entry will only be for the drawing conducted the same Day as the entry was provided.

One winner will be selected each Day during the Promotion Period, for 12 Days, commencing on December 1, 2019 and ending on December 12, 2019. Limit one entry per person per Day. For purposes of this Promotion, a "Day" begins at 12:00:01 a.m. PT and ends 24 hours later at 11:59:59 p.m. PT, except for the first day, which begins at 8:00:01 a.m. PT on December 1st, 2019 and ends at 11:55:00 p.m. PT. Any entrant who attempts to enter under multiple identities will be disqualified and forfeit any prize won. Entries that have been generated by a script, macro, bot, or any other automated means will be deemed void. Proof of submission of an entry shall not be deemed proof of receipt by the Sponsor.

Information submitted in connection with this Promotion is subject to Flora's Privacy Policy which can be found at: <https://www.florahealth.com/us/privacy-statement/> (for US residents) or <https://www.florahealth.com/ca-en/privacy-statement/> (for Canadian residents).

WINNER SELECTION AND NOTIFICATION/VERIFICATION: Winners will be selected in a computerized random drawing from all eligible entries received each Day. Non-winning

entries will not be carried over into drawings for subsequent Days. Sponsor's decisions regarding the outcome of the drawing and all other matters related to this Promotion are final and binding. Potential winners will be notified via email and prizes will be mailed to verified winners. Potential winners are subject to verification. Sponsor is not responsible for any change in email address, mailing address, and/or telephone number of entrants. Limit one prize per person during the Promotion. Prizes that are not properly claimed will be forfeited by the winner, and Flora has the discretion to either award the prize to another person, or to refrain from awarding the prize.

PRIZES/ODDS OF WINNING: One prize will be awarded each Day during the Promotion Period. A total of 12 prizes will be awarded in connection with the Promotion. Flora cannot provide odds of winning any prize, as such odds depend on the number of eligible entries received each Day. Prizes will not be allocated by territory or region. The prizes are as follows:

Day 1 Prize: Airbnb US\$300 gift card and one pack of Travel Care Probiotics. Total Approximate Retail Value of the entire cumulative prize: US\$324.99 (approximately CA\$430.47).

Day 2 Prize: Spa Finder US\$200 gift card and three Flor-Essence 17 oz. Total Approximate Retail Value of the entire cumulative prize: US\$318.47 (approximately CA\$421.83).

Day 3 Prize: Airline US\$250 gift card, one Acerola Powder 50 g, one Elderberry Crystals 125 g, and one Elderberry+ Liquid Formula 17 oz. Total Approximate Retail Value of the entire cumulative prize: US\$341.77 (approximately CA\$ 452.70).

Day 4 Prize: Patagonia US\$200 gift card and three Omega Sport+ 17 oz. Total Approximate Retail Value of the entire cumulative prize: US\$318.47 (approximately CA\$421.83).

Day 5 Prize: Hello Fresh Subscription of 1-month worth of meals (up to a US\$250 value) and three Udo's Oil 3•6•9 Blend 17 oz. Total Approximate Retail Value of the entire cumulative prize: US\$339.97 (approximately CA\$450.31).

Day 6 Prize: Causebox 1 year Subscription (US\$200 value), one Manuka Honey Blend MGO 30+ 8.8 oz, one Manuka Honey MGO 250+/10+ UMF 8.8 oz, and one Manuka Honey MGO 515+/15+ UMF 8.8 oz. Total Approximate Retail Value of the entire cumulative prize: US\$330.97 (approximately CA\$ 438.39).

Day 7 Prize: Master Class All Access US\$180 gift card and three Omega Brain+ (60 capsules). Total Approximate Retail Value of the entire cumulative prize: US\$269.97 (approximately CA\$ 357.59).

Day 8 Prize: Honest Co. US\$200 gift card and three Floravit 8.5 oz. Total Approximate Retail Value of the entire cumulative prize: US\$282.47 (approximately CA\$ 374.15).

Day 9 Prize: Whole Foods US\$200 gift card, one Flora Apple Cider Vinegar – Turmeric & Cinnamon 17 oz, one Flora Apple Cider Vinegar – Elderberry 17 oz, one Flora Apple Cider Vinegar – Ginger & Lemon Flavor 17 oz, and one Flora Apple Cider Vinegar – Red Beet 17 oz

Total Approximate Retail Value of the entire cumulative prize: US\$259.96 (approximately CA\$ 344.33).

Day 10 Prize: Bark Box 1 year Subscription (US\$264.00), one BioFATS Omega 3-6-9 Fatty Acid 6.76 oz, one BioVITES Complete Multi-Nutrient Supply 7 oz, one BioSKIN&COAT Natural Antihistamine Formula 7 oz, and one BioJOINT Advanced Joint Mobility Support 7 oz. Total Approximate Retail Value of the entire cumulative prize: US\$333.46 (approximately CA\$441.69).

Day 11 Prize: Lululemon US\$200 gift card and three Floradix 8.5 oz. Total Approximate Retail Value of the entire cumulative prize: US\$282.47 (approximately CA\$374.15).

Day 12 Prize: US\$1,000.00 credit to Flora's website. Total Approximate Value: US\$1,000.00 (approximately CA\$1302.54).

The Canadian dollar value estimates set out above are based on an exchange rate of CAD\$1.32 to US\$1.00.

SKILL TESTING QUESTION: Any potential prize winner who is a resident of Canada may be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question administered online or offline in order to be declared a winner.

GENERAL CONDITIONS: Winners are solely responsible for all federal, state, provincial, and local taxes associated with the prize and to report such prize as income where required under law. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize will be permitted. By participating, entrants agree to these Official Rules, which are final and binding in all respects. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute a prize with another prize of equal or greater value. If, for any reason, this Promotion cannot be executed as planned, including but not limited to because of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Released Parties (as defined below) that corrupt or affect the security, administration, fairness, integrity, or proper conduct of this Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Released Parties reserve the right to cancel, terminate, or modify the Promotion. Sponsor reserves the right, in its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or the operation of the participating company's websites or who enters using any automatic or programmed entry duplication method that is prohibited under these rules.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR OTHERWISE CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS; SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE, AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor from user's participation in, or attempt to participate in, the Promotion. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules. Neither Sponsor nor its agents are responsible for lost, late, misdirected, incomplete, or nondelivered entries or e-mail; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), social media channel, Sweepstakes Application, telephone, or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. By participating in the Promotion, entrant releases Sponsor, its affiliates, and Facebook, Inc., and their respective affiliates, directors, officers, employees, representatives and agents (collectively, the "Released Parties") from any and all claims, damages, or liabilities arising from or relating to such entrant's participation in the Promotion. By accepting a prize, recipient agrees to release and hold the Released Parties harmless from and against any liability for injuries, including death, losses, or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Promotion; from acceptance, possession, misuse, or use of a prize; from participation in any travel related thereto. Except where prohibited, by accepting a prize, the winner agrees to grant Sponsor and those acting under its authority permission to use his or her name, photograph, voice and/or likeness, image, biographical information, and statements, at any time or times, for advertising, trade, publicity, and promotional purposes without additional compensation, in any and all media now known or hereafter discovered, worldwide, and on the Internet without notice, review, or approval. If you are selected as a winner, your first name, last initial, and city/state/province of residence will be included in a publicly available winners list.

GOVERNING LAW & JURISDICTION: These Official Rules shall be governed by and construed in accordance with the laws of the State of Washington, without giving effect to any conflict of laws rules thereof. Any proceeding arising out of or relating to these Official Rules or the Promotion shall be brought in the Washington State Superior Court for Whatcom County, Washington, and by entering the Promotion, Entrant irrevocably submits to the exclusive jurisdiction and venue of such court in any such proceeding, and waives any objection he or she may now or hereafter have to venue, personal jurisdiction, or convenience of forum.

WINNERS LIST REQUEST: For the names of the winners, send your request with a self-addressed, stamped envelope to be received by December 30, 2019 to: Flora Inc. 12 Days of Spontaneous JOY, 805 E. Badger Road, Lynden, WA 98264. Winners may also be posted to the Flora page on Facebook and/or Instagram.

SPONSOR: Flora Inc., 805 E. Badger Road, Lynden, WA 98264; and Flora Manufacturing and Distributing Ltd.