

MiQ Cannabis Creative Guidelines and Specifications - Canada

MiQ Digital Canada Inc. (the "Company") has created these MiQ Cannabis Creative Guidelines and Specifications - Canada (this "Policy") to set down binding obligations for all third parties, including advertisers and agencies, with respect to cannabis advertising in Canada. All Advertising Materials (as defined below) must conform to this Policy.

This Policy is incorporated into all Company advertising agreements, master services agreements, insertion orders, and any other Company agreements that reference this Policy, and as such, is binding at all times on third parties advertising cannabis in Canada. The Company reserves the right to refuse any Advertising Materials the Company believes to be in violation of this Policy.

General

All advertisements (in any form including graphical, audio, video, multimedia, or text-based), listings, landing pages linked to advertisements, artwork, copy, articles, images, Flash, rich media, audio/video files, procured content, code, directories, databases, trade dress, and all related technical features or other creative elements (collectively, "Advertising Materials") used in connection with the provision of advertising related to cannabis must meet the standards and requirements of this Policy. The Company retains sole discretion regarding this policy including its application and interpretation. The Company may change this policy at any time.

PROHIBITED CONTENT

The following content is prohibited within MiQ's cannabis advertising guidelines and all advertisements should not attempt to show, or involve the following:

- Any Advertising Materials that violate any applicable law, rule or regulation, including without limitation, the Cannabis Act and the Cannabis Regulations
- Cannabis Advertising Materials that attempt to influence adult non-consumers to try cannabis
- Cannabis Advertising Materials that imply consumption with advertising
- Cannabis Advertising Materials that use imperative language to encourage consumption or purchase of cannabis products or accessories
- Cannabis Advertising Materials that are directly or reasonably designed to appeal to young person(s), or person(s) not of the legal purchase and consumption age within the Province that it is advertised.
- Advertising Material that displays non-factual or misleading price or distribution information.
- Advertising Material that contains personal endorsements, or testimonials on the product, including linking to a page that contains endorsements, or testimonials.
- Advertising Material that contains people, animals, characters or mascots in the creative.
- Advertising Material that contains any lifestyle depictions or associations with a way of life. This includes but is not limited to glamour, recreation, excitement, vitality, risk or daring.
- Advertising Material which contains sponsorships. This includes:
 - A brand or a name of person that produces, sells, distributes or provides cannabis products, cannabis accessories, or cannabis services in promotion used in the sponsorship of:
 - » A person, entity, event, activity or facility.
 - A brand or name of person involved in the following facilities, as part of the facility name or otherwise:
 - » Sports or Cultural parties
 - » Any events or activities
- Cannabis Advertising Materials which promote a contest, game, draw or lottery for both licensed cannabis producers (LPs) and accessories in your advertising.
- Advertising Materials that give false, ambiguous, misleading, erroneous or deceptive promotions or information on the brand or product's:

- Characteristics
 - Quantity
 - Strength
 - Potency
 - Quality
 - Health Effects
 - Therapeutic Claims
 - Value
 - Composition
 - Concentration
 - Purity
 - Merit
 - Health Risks
 - Cosmetic Claims
- Advertising Materials which suggest suggestions that use has therapeutic or health related effects in the following, but not limited to, ways:
 - References to diagnosis, treatment, mitigation or prevention of a disease, disorder, or abnormal physical state, or its symptoms, or of restoring, modifying, or correcting organic functions
 - References to clinical trials or studies
 - References to any health benefits
 - References to any cosmetic benefits
 - Cannabis Advertising Materials which also include an association to:

- Alcohol
- Tobacco
- Other vaping products
- References to promotional offers or contest entries for free cannabis products and services as an inducement to purchase.
- References to prohibited promotions in communications published or originating in a country outside of Canada.

CREATIVE REQUIREMENTS

In addition to the regulations outlined above, all Advertising Materials must:

- Include your brand name and/or logo in every frame. For advertisements with a white background, you must include a one pixel border to distinguish the advertisement from the content on the page.
- The advertisement **MUST** lead to an age-gated landing page.

Summary

The Company reserves the right to reject any Advertising Materials that do not meet any portion of the above Policy, as determined by Company in its sole and absolute discretion. Display of Advertising Materials that are in violation of the above Policy shall be deemed a material breach of the agreement Partner has with Company.

**DISCLAIMER: The information contained in this document is provided for general information purposes only and is not constituted as legal advice. Brands must seek their own legal counsel regarding any legislative interpretation.*