



You buy, Prémoulé and Tafisa donate

1 doors order* = 25 meals



*From 1 January to 31 December 2025,
certain conditions apply



Sunflower

Steel Blue

Terrarossa

Sage Leaf

TFL PM774
HPL T774(PM)

TFL PM778
HPL T778(PM)

TFL PM780
HPL T780(PM)

TFL PM779
HPL T779(PM)



Context

Campaign objective

Food insecurity is a reality affecting an increasing number of Quebecers. Every month, 2.9 million people in the province rely on food banks to meet their needs.

The number of people asking for help continues to rise, reflecting the difficult situation many families are facing. In the face of this growing reality, it is more important than ever to give to others and to participate in collective solidarity.

With this in mind, **Prémoulé and Tafisa** have joined forces to launch a campaign aimed at providing concrete support to those in need.

For every Lummia door order placed in the selected colors of the collection, a portion of the profits will be donated to Moisson Québec, a leading organization fighting food insecurity. Specifically, each order will help fund the equivalent of 25 meals for those who need them most, with a donation of \$5.



Partners

This initiative is led by two companies that are leaders in their respective sectors, Prémoulé and Tafisa.



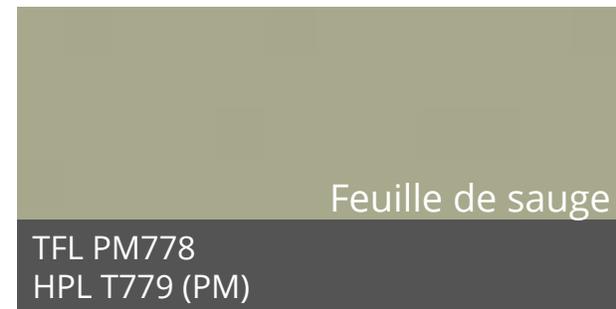
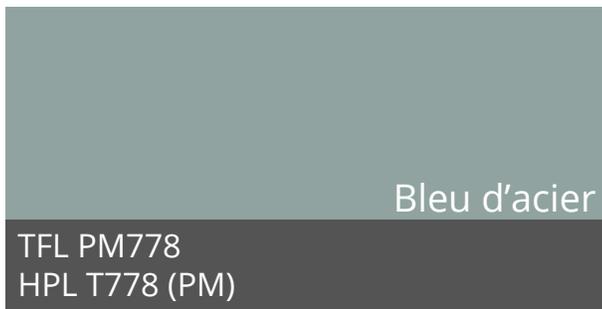
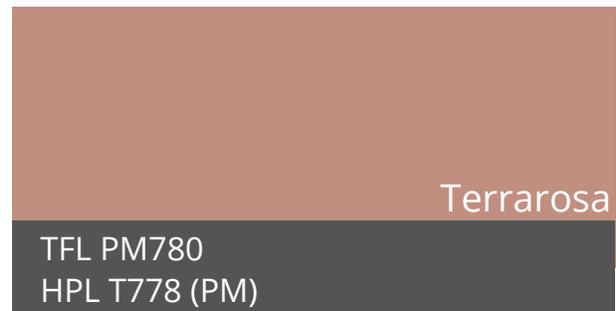
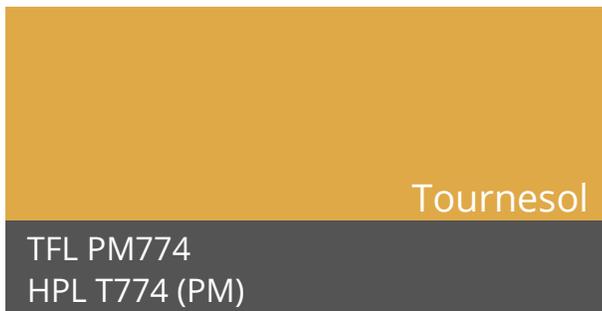
Prémoulé positions itself as the North American leader in the manufacture of countertops, cabinet doors, accessories, and premium components for the kitchen cabinet and interior furniture industries. Since its founding, Prémoulé has been committed to offering exceptional products while supporting initiatives that have a positive impact on the community.



Established in Lac-Mégantic since 1992, Tafisa stands out for its commitment to quality, innovation, and the environment. It offers a wide range of contemporary colors and textures with innovative technologies. The company continuously invests every year to improve its operational excellence, while also ensuring that all manufacturing processes meet the highest industry standards for industry, training, production, and the environment. Its decorative panels, laminates, and moldings are the ideal solution to bring your projects to life.

Campaign Description

The campaign consists of a collaboration between Prémoulé and Tafisa to promote the Lummia collection, a range of cabinet doors and components made from high-quality panels. The selected colors of this collection, which will be at the heart of the campaign, are as follows:



For each door order placed in one of these colors, Prémoulé and Tafisa are committed to donating the equivalent of 25 meals to Moisson Québec (or \$5 in donations), an organization that supports communities facing food insecurity.

Campaign Duration

The campaign will begin on January 1, 2025, and will continue until December 31, 2025, offering a full year of solidarity and support for those in need.

Participation Conditions

Eligibility Criteria

To participate in the campaign, eligible orders must meet the following criteria:

- a) Orders must be placed between January 1, 2025, and December 31, 2025, with Prémoulé Inc.
- b) Minimum quantity of doors: Each order must include a minimum of 10 (ten) doors or 25 square feet of cabinet doors to be eligible for the campaign.
- c) Cabinet doors must be ordered from the selected colors of the Lummia collection: Sunflower, Steel Blue, Terrarossa, or Sage Leaf.

Exclusion

Orders of fewer than 10 doors: Any order containing fewer than 10 cabinet doors will not be eligible for the program and will be excluded from the initiative.



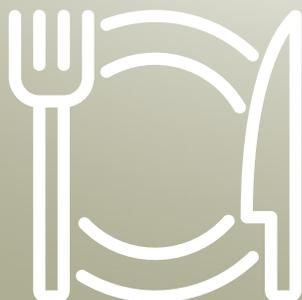
Campaign Mechanisms

Profit donation amount

For each participating order placed with Prémoulé Inc., a monetary amount will be donated to Moisson Québec. This amount (\$5) will be equivalent to 25 meals per order, based on the information provided by Moisson Québec on its website. The total amount will be donated separately by Prémoulé and Tafisa to Moisson Québec. The sum of the donations will be made quarterly, and the total number of meals will be displayed at the end of the campaign on the respective media platforms of Prémoulé and Tafisa.

Fundraising Goal

The primary goal of this campaign is to donate the highest possible amount of profits to Moisson Québec, in order to assist as many people as possible facing financial hardship across the province. Each order contributes to this collective effort, and we hope that the generosity of our customers will help improve the living conditions of those in need.



Communications

Advertising and promotion

The campaign will be actively promoted and displayed on the social media platforms of the participating companies: Tafisa, Prémoulé, and Moisson Québec. This includes major social networks such as LinkedIn, Instagram, Facebook, as well as through newsletters sent to their subscribers. Advertising and promotional messages will highlight the campaign and encourage customers to participate by ordering cabinet doors in the selected colors of the Lummia collection. Timely updates on the progress of the campaign will also be shared.

Privacy Protection

Prémoulé and Tafisa are committed to respecting the privacy and security of the personal data of participants in this campaign. All information collected during the campaign will be managed with the utmost care, in accordance with applicable privacy and data protection laws. No personal data will be shared with third parties without the explicit consent of the participants, and such data will only be used for the purposes of this campaign, to ensure its proper execution and to inform participants of the results achieved.

Responsability of the parties

Prémoulé and Tafisa

a) Product Supply: Prémoulé and Tafisa commit to supplying cabinet doors in the selected colors of the Lummia collection, in accordance with the specifications and quantities requested by the customers. They will ensure that the products meet quality standards and are delivered within the agreed-upon timeframes.

b) Sales Management: Prémoulé and Tafisa will be responsible for managing the sales, including processing orders, invoicing, and delivering products to customers. They will also inform customers about the ongoing promotion, detailing the eligible colors, the conditions of the offer, and the process for donating funds to Moisson Québec.

c) Profit Tracking and Donation Delivery: Prémoulé and Tafisa will track eligible sales and calculate the donations to be made to Moisson Québec. Donations will be made quarterly based on the sales made.



Moisson Québec

a) Disposition of Donations: Moisson Québec will be responsible for receiving the donations from the campaign and using them for food-related purposes. They will manage the distribution of meals to individuals and families in need, in accordance with their internal processes.

Force majeure

Force Majeure is defined as any unforeseeable, irresistible event beyond the control of the parties, which prevents the full or partial fulfillment of their obligations. The following events may constitute force majeure:

- Natural disasters (storms, floods, earthquakes, etc.)
- Pandemics or global health crises (such as COVID-19)
- Armed conflicts, wars, or acts of terrorism
- Strikes or labor disputes directly affecting the fulfillment of contractual obligations
- Major disruptions in transportation or logistics services

Obligation of the Parties in Case of Force Majeure

- Prémoulé et Tafisa

In the event of force majeure, Prémoulé and Tafisa must inform Moisson Québec as soon as possible of any situation that may delay or prevent the execution of the campaign. They will implement a plan to minimize the impacts, as far as possible.

- Suspension or modification of the campaign

If the force majeure situation lasts for more than 30 consecutive days, the parties will meet to discuss available options, including the possibility of temporarily suspending the campaign or modifying it to adapt to the new circumstances.

Division of responsibilities

The parties acknowledge that neither Prémoulé, nor Tafisa, nor Moisson Québec can be held responsible for failing to fulfill their obligations due to a force majeure event. However, each party agrees to collaborate and make reasonable efforts to minimize the impact of such a situation.



Legal Conditions

Compliance with Local, Provincial and Federal Laws

The campaign to donate funds to Moisson Québec will be conducted in strict compliance with all applicable legislation concerning business and charitable activities in Quebec and Canada. This includes laws governing charitable donations, taxes, and other fiscal obligations, as well as regulations specific to the sale of consumer goods.

Donations and taxation

The donation of funds to Moisson Québec will be considered a charitable contribution, and as such, Prémoulé and Tafisa will ensure that this campaign complies with all relevant tax requirements. This includes obligations related to the reporting of donations and fund transfers, as well as adherence to federal and provincial laws regarding tax benefits associated with donations.

- Monetary Donations : If monetary donations are made directly to Moisson Québec by Prémoulé and Tafisa or by other parties, these donations will need to comply with the tax rules related to charitable giving, including eligibility criteria and tax deductions for donors.
- Donation receipts: Moisson Québec will provide official tax receipts to stakeholders, when applicable, according to the standards set by the Canada Revenue Agency (CRA). These receipts can be used by donors for their tax deductions.

Taxes and VAT

Sales of cabinet doors as part of this campaign will be subject to applicable taxes, such as the provincial sales tax (TVQ) and the goods and services tax (GST), in accordance with tax requirements.

Prémoulé and Tafisa are responsible for collecting and remitting the appropriate taxes to local and federal tax authorities for all sales made during the campaign. The amounts related to donations will not include these taxes, as the donations are based on eligible orders.

Regulations on Promotional Campaigns

The campaign will comply with all regulations concerning marketing and sales promotions, including those governing advertising and commercial promotions.

Prémoulé and Tafisa will ensure that the campaign does not violate any laws related to consumer protection, unfair business practices, or false advertising.

- Transparency: Customers will be clearly informed about the nature of the initiative, the products involved, the donation amount made for each purchase, and the recipients of the donations. All communications must be transparent and in compliance with the Consumer Protection Act.

Compliance with Charity Standards

a) **Qualification of Moisson Québec:** Moisson Québec is a duly registered charitable organization and complies with all requirements of the Canada Revenue Agency (CRA) regarding charitable status. This enables the organization to receive both in-kind and monetary donations and issue tax receipts to donors in accordance with federal requirements.

b) **Use of Collected Funds:** All funds raised through this campaign will be used exclusively to support the mission of Moisson Québec, namely the distribution of meals to individuals facing food insecurity. Moisson Québec is committed to adhering to CRA regulations regarding the use of charitable funds, ensuring that they are allocated for the intended purposes.

Audits

- Monitoring and Transparency: Prémoulé and Tafisa commit to providing sales reports. These reports will be shared with Moisson Québec to ensure full transparency regarding the funds collected.
- Compliance and Auditing: Moisson Québec may audit transactions related to this campaign to verify that the funds have been used in accordance with the intended purpose, in line with its governance obligations and compliance with federal and provincial regulations.

Modification of Regulations

Review and Amendment of Rules

The rules and conditions of the campaign may be modified or amended at any time during the campaign period, based on operational needs or in response to unforeseen circumstances.

- Modification Process

If modifications or adjustments are necessary, Prémoulé and Tafisa commit to notifying participants as quickly as possible. These modifications may involve, among other things, eligible products, the duration of the campaign, the donation amount, or any other specific condition related to the campaign.

- Methods of Informing Participants

Changes will be communicated clearly and transparently to all participants using the following communication methods:

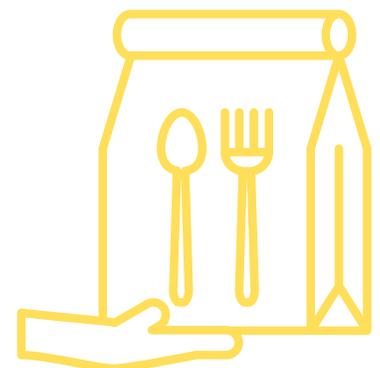


- **Newsletter:** All customers registered in our database will receive a newsletter detailing the modifications made to the campaign rules.
- **Social Media:** The changes will also be posted on our social media platforms (Facebook, Instagram, Twitter, etc.) to ensure broad dissemination of the information.
- **Website:** The official websites of Prémoulé and Tafisa will be updated with the new conditions and modified rules, so participants can access the most up-to-date information.

Annulation de la campagne

A) Force Majeure

As outlined in the "Force Majeure" section, in the event of unforeseen circumstances beyond the control of the parties, such as natural disasters, global health crises, or social unrest, the campaign may be suspended or cancelled. In this case, Prémoulé and Tafisa commit to informing the participants of the campaign suspension as quickly as possible.



b) Non-compliance with Legal or Regulatory Obligations

If legal or regulatory changes make the campaign non-compliant with current legislation (such as changes in tax or commercial laws), or if the campaign is deemed non-compliant by a competent authority, Prémoulé and Tafisa reserve the right to cancel or suspend the campaign. This includes unforeseen requirements regarding taxation, donations, or other regulations.

c) Inability to Provide Products or Services

If, for reasons beyond the control of Prémoulé and Tafisa, such as production or logistical issues, it becomes impossible to provide the cabinet doors in the selected colors, the campaign may be suspended.

d) Other Exceptional Circumstances

In the event of exceptional circumstances that prevent the proper execution of the campaign (such as the loss of the partnership with Moisson Québec or major internal disruptions), Prémoulé and Tafisa reserve the right to suspend or cancel the campaign.

Suspension procedure

In the event of cancellation or suspension of the campaign, Prémoulé and Tafisa commit to:

- Informing participants:

The suspension or cancellation of the campaign will be communicated to all participants through the communication channels mentioned (newsletters, social media, website).

- Termination in Case of Non-Compliance:

Prémoulé and Tafisa also reserve the right to cancel or suspend the campaign if unfair business practices are identified, such as attempts at fraud or manipulation of the campaign conditions.



Suspension Procedure

Dispute Resolution

In the event of a conflict, disagreement, or dispute between the parties (Prémoulé, Tafisa, and Moisson Québec) related to the campaign or the interpretation of these terms, the parties commit to resolving the dispute through a structured and amicable process before resorting to any legal action.

a) Mediation :

Any dispute will first be submitted to mediation. Mediation is an informal process where a neutral and qualified mediator helps the parties reach an agreement. The mediator will be chosen by mutual agreement between the parties.

b) Arbitration :

If mediation fails or if the parties cannot reach an agreement within the given timeframe, the dispute will be submitted to arbitration.

c) Costs:

The costs associated with mediation and arbitration will be shared equally between the parties unless the arbitrator decides otherwise.

Final Provisions

Validity of the Rules

The rules of this campaign are valid and applicable throughout the campaign period, as specified in the official communications and marketing materials. The campaign will begin on January 1, 2025, and end on December 31, 2025, in accordance with the stipulated conditions.

The rules may be amended based on circumstances or legislative changes, as specified in the "Modification of Rules" section. Modified rules will be applied from the time of their publication or notification to the participants.

Acceptance of the rules

Participation in the campaign implies full and unconditional acceptance of the terms and conditions set out in this regulation.

- By making a purchase of products within the campaign or registering for this initiative, each participant acknowledges that they have read the rules and agree to comply with them.
- Acceptance of the terms is considered automatic and does not require any further action from the participants.

Divisibilité

Si, pour une raison quelconque, une ou plusieurs des clauses de ce règlement sont jugées invalides, illégales, ou inapplicables par un tribunal compétent ou une autorité régulatrice, les autres clauses demeureront en vigueur et pleinement applicables.

