

RSG SALES INCENTIVE – Boost Your Sales  
March 2 – April 13, 2026



Every sale moves you closer to big rewards!

Incentive Dates	Monday, March 2 – Monday, April 13, 2026	Product	All Lotto Sales
Network	RSG Only	Incentive Target	Min 5% Growth vs. 6-week baseline 2-year same period average

Eligibility and Entry Criteria:

- RSG Retailers will be segmented into 4 tiers based on store sales
- To qualify for the draw, the store must achieve a minimum 5% increase on overall sales vs. the 6-week baseline rolling average (March 2 – April 13 2024 and 2025)
- The store will earn 1 ballot for reaching its target (5%) and will earn 1 extra ballot for every additional % point of growth to increase chances of winning (for example, the minimum target is 5% and store achieved 10% growth, then store will earn 6 ballots!)
- **Within each tier, 3 ballots will be randomly drawn from the pool of ballot entries earned by qualifying retailers. The retailers associated with those ballots will be declared the winners.**

Prizing:

Qualify for the chance to win a high-value AwardCo reward package.

Draw prizing is per tier:

- **1<sup>st</sup> Prize: A \$2,000 AwardCo gift card!**
- **2<sup>nd</sup> Prize: A \$1,000 AwardCo gift card.**
- **3<sup>rd</sup> Prize: A \$500 AwardCo gift card.**

Put your prize toward a shopping spree, must-have items, or anything you’ve had your eye on! It’s yours to spend your way.



## RSG SALES INCENTIVE – Boost Your Cart

### March 2 – April 13, 2026

#### Past RSG Sales Incentive Winners

In 2025, we gave away more than **\$24,000** in prizes to RSG retailers!

Here's some of the winners!

#### Wellness in Motion



Royal Centre LTC



Walmart #1207



Port Place Shopping Centre LTC

#### U Prep Rewards



Walmart #1207



RCSS #1554



Safeway  
#4976



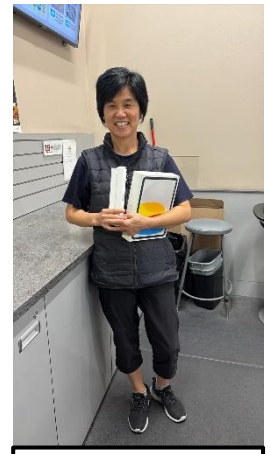
SOF #918



Walmart  
#3651 LTC



Metropolis  
F21A



Safeway  
#4911

## RSG SALES INCENTIVE – Boost Your Cart

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### Q&A

#### Here's how many retailers are in each tier?

RSG is comprised of 201 locations - All RSG locations have been grouped into performance tiers based on annual sales, ranked from highest to lowest and divided into four tiers.

Tier	Retailers
Tier 1	49
Tier 2	56
Tier 3	53
Tier 4	42
<b>TOTAL</b>	<b>200</b>

#### Will sales targets be provided?

Yes, sales targets will be emailed to each store before the incentive starts. Your Territory Manager will also discuss the incentive on their regular scheduled visit.

#### How is the 6-week baseline rolling average calculated and why is it based on a 6-week baseline rolling average?

Each 6-week baseline rolling average has been calculated using RSG's All Lotto sales data from periods March 2-April 13, 2024 and 2025 since this sales incentive will be implemented in the same quarter of the year. An average was calculated to overcome external circumstances that may have happened in the past. From this data, we calculated daily sales for each period (March 2 – April 13 of each year) and calculated an average from them. That daily average x the duration of the incentive (42 days or 6 weeks) provides the 6-week baseline rolling average.

#### What does all Lotto sales include?

All Lotto sales means just that. All lottery games, Scratch & Win, Proline (Sports Action) and Web Cash.

#### What is the AwardCo gift card for?

All gift cards are for **AwardCo**, giving you the flexibility to choose from a wide range of eGift cards from up to 40 different establishments all together, plus Visa Prepaid card, and the amazon marketplace. You can use them for groceries, for everything you might need at home, etc.

#### How will prizing be delivered?

The draw will take place shortly after the incentive ends and the 12 winning stores and corresponding Territory Managers will be communicated on that same week. Prizes will be issued via email to the corresponding winners, with instructions on how to claim it on the AwardCo website.