



Annual reporting form: Reporting information related to promotions

Information reported should only include information for the previous calendar year (January 1-December 31), with the format based on the attached forms below. Once completed, the forms should be emailed to hc.ctls-bi-sscdl-ie.sc@canada.ca no later than March 31. The subject line should contain the heading 'Promotions Reporting' and include the affiliated licence number or numbers. Licence holders are encouraged to submit nil reports if no promotional spending occurred to demonstrate compliance with the reporting requirements. This will limit any follow-up Health Canada may need to undertake in order to confirm this aspect.

| Section 1: Licence holder information | |
|---|--|
| Name of parent company (if applicable) | |
| Name of licence holder(s) | |
| Licence number(s) | |
| Brand name (i.e., brand element, if reporting by brand) | |

| Section 2: Cannabis | | |
|-------------------------|----------------------------------|--------------------------------------|
| | Promotions directed at consumers | Promotions not directed at consumers |
| Total amount spent (\$) | | |

| | | |
|--|--|--|
| Description of the types of promotional activities | | |
|--|--|--|

| Section 3: Cannabis accessories | | |
|--|----------------------------------|--------------------------------------|
| | Promotions directed at consumers | Promotions not directed at consumers |
| Total amount spent (\$) | | |
| Description of the types of promotional activities | | |

Section 4: Services related to cannabis

| | Promotions directed at consumers | Promotions not directed at consumers |
|--|----------------------------------|--------------------------------------|
| Total amount spent (\$) | | |
| Description of the types of promotional activities | | |

Section 5: Expenditures by province – cannabis, cannabis accessories and services related to cannabis

| | Expenditures (\$) |
|---------------------------|-------------------|
| National spending | |
| Alberta | |
| British Columbia | |
| Manitoba | |
| New Brunswick | |
| Newfoundland and Labrador | |
| Northwest Territories | |

| | |
|-------------------------|--|
| Nova Scotia | |
| Nunavut | |
| Ontario | |
| Prince Edward Island | |
| Quebec | |
| Saskatchewan | |
| Yukon | |
| Total | |

Please note that under section 236(c) of the *Cannabis Regulations*, all licence holders are obliged to retain “a sample or copy of any promotional materials for at least two years after the last day on which the promotion in question takes place,” and that copies of the promotional material can be requested by Health Canada under s. 43 of the *Cannabis Act*.

Section 6: Attestation by responsible person

I hereby attest that all of the information submitted in support of the report is correct and complete, to the best of my knowledge.

| | |
|---------------------------------------|--|
| Name of responsible person (print) | |
| Signature of responsible person | |
| Date | |