

Premise

CALZEDONIA Hong Kong Limited, a company under the management and coordination of Oniverse Holding SpA, with registered office and administrative office in 6F, Shun Ho Tower, 24-30 Ice House Street, Central, Hong Kong, offers discounts, advantages and services at “Intimissimi” stores (both direct and affiliated, participating in the promotion) and at www.intimissimi.com to customers who would like to benefit from them.

To benefit from these advantages, customers must hold a “My Intimissimi” Card: issuance of the “My Intimissimi” Card (hereinafter “My Intimissimi” Card) and its use are governed by the following conditions (hereinafter "Rules"), which the "Customer-Holder" must read carefully.

Activation of the “My Intimissimi” Card, via the methods set out under Point 6 below implies the Customer's acceptance of these Rules.

Calzedonia Hong Kong Limited reserves the right to amend these Rules, including partially, from time to time and the resulting changes shall become applicable 10 (ten) consecutive days after they are published on www.intimissimi.com/hk/en.

In the event that the "Customer-Holder" does not accept the changes made, then he/she shall be entitled to cancel his/her registration. This entitlement, in any case, may be exercised at any time in accordance with the following.

However, use of the Card, after the amendments have become applicable, shall constitute acceptance, by implication, of the changes applied.

Calzedonia Hong Kong Limited also reserves the right to suspend this loyalty scheme, temporarily or permanently, at any time, without the Customer having any right to complain (subject to any rights already held by the Customer-Holders at that time being upheld), by notifying the suspension on its website at www.intimissimi.com and/or at stores participating in the initiative.

These Rules are always available for consultation at www.intimissimi.com/hk/en.

1. Promoter

CALZEDONIA Hong Kong Limited, a company under the management and coordination of Oniverse Holding SpA, with registered office in in 6F, Shun Ho Tower, 24-30 Ice House Street, Central, Hong Kong.

2. Participation channels

- All “Intimissimi” and “IUMAN - Intimissimi Uomo” stores, whether these are managed directly by Calzedonia Hong Kong Limited (so-called "direct stores") or affiliated and, therefore, managed by other companies (so-called "affiliated stores"), which participate in the scheme by displaying the associated advertising material and information. A list of the stores participating in the scheme is available at www.intimissimi.com/hk/en/myintimissimi.
- Ecommerce website www.intimissimi.com/hk/en

3. Territory

Hong Kong.

4. Type / name / purpose of the scheme / duration

This promotion is a loyalty scheme that involves collecting points on a card called “My Intimissimi” and offering exclusive advantages to holders of said card.

The aim of the scheme is to encourage Customer loyalty through a loyalty scheme that offers advantages to Customers holding a “My Intimissimi” Card.

Subject to the provisions set out under the Premise above, under Point 7 (“How it Works”) and Point 10 (“Interruption of the scheme – Card Deactivation – Miscellaneous”), the “My Intimissimi” Card has no expiry date.

5. Holders

End customers who are at least eighteen years old and hold a "My Intimissimi" Card according to the registration and operation conditions set out below.

6. How to register

The “blank” card to get the “Status Silver” may be released to the Customer in paper format directly in one of the points of sale located in the Territories listed at point 8.1 or in digital format through the website www.intimissimi.com. The Customer must then "activate" the above mentioned card a www.intimissimi.com/hk/en/myintimissimi or directly in each point of sale with the support of the sale assistants.

Registration for the “My Intimissimi” Card requires the creation of a specific “My Intimissimi” account, which will allow the Customer to access his/her own personal page on the brand's e-commerce website. The "blank" card given to the Customer may be used immediately by linking it with a purchase, but said purchase shall be considered valid for the purpose of collecting points only when the card is "activated": the scheme subscription date shall be either the date of the first purchase or the date of registration/activation, whichever is the earlier. The registration process will prevent under-age customers for subscribing

to the loyalty scheme. The activation and registration procedures are consistent with privacy legislation. The “My Intimissimi” Card is personal and may not be transferred. Each Customer may not activate other Cards while one Card is still valid.

The “My Intimissimi” Card is for private use only and commercial use shall not be permitted. Should a “My Intimissimi” Card be lost or stolen, the Customer must request a replacement at any “Intimissimi” or “IUMAN - Intimissimi Uomo” store participating in the scheme: having verified the Customer's identification details, the lost/stolen Card will be cancelled and the Customer will immediately be given a new one, which will allow him/her to recover any points that had already been collected and not used. Customers may freely ask at any time to have their membership of the loyalty scheme cancelled by contacting customer care on 080008250933 , or via www.intimissimi.com/myintimissimi.

7. How it works

The "My Intimissimi" Card allows customers to gain 3 different STATUSES by earning loyalty points on their purchases. Customers will receive an increasing level of benefits in accordance with their Status.

“Status Silver”:

- This is immediately gained when the "blank" card is activated/registered;
- Once "Silver Status" customers have earned 200 points, they are promoted to the next level: "Gold Status", and will immediately be credited with any points in excess of those used to gain the new status;
- "Silver Status" Customers who fail to earn 200 points within 365 days of the date they enrolled will remain at the "Silver Status" level and their points balance will be reset to zero.
- "Silver Status" customers who earn 1,000 points before achieving " Gold Status" will be promoted directly to "Platinum Status" and will immediately be credited with any points in excess of those used to gain the new status.

“Gold Status”

- Customers gain this status once they have earned 200 points. The new status will immediately be credited with any points in excess of those used to be promoted to the next level;
- Once they have earned 1,000 points, Customers are promoted to "Platinum Status" and are immediately credited with any points in excess of those used to gain the new status;

- A year after gaining " Gold Status", and every year after that, Customers:
- will maintain "Gold Status" for another year if they have earned between 200 and 999 points, with any points in excess of those used to keep this status being maintained;
- will return to "Silver Status" and have their points balance cancelled if they have earned less than 200 points.

"Platinum Status":

- Customers will gain "Platinum Status" if they have earned 800 points since gaining " Gold Status" or 1,000 points since gaining "Silver Status". Promoted customers will immediately be credited with any points in excess of those used to be promoted to the next level;
- A year after gaining "Platinum Status", and every year after that, Customers:
- will maintain "Platinum Status" for another year if they have earned at least 1,000 points, with any points in excess of those used to keep this status being maintained;
- will return to " Gold Status" and have their points balance cancelled if they have earned less than 1,000 points.

Each change of status, as well as all communications concerning participation in the loyalty scheme, which are strictly indispensable for providing the services connected to it (such as, for example, confirmation of subscription/cancellation, changes in status, special discount offers or exclusive gifts) must be considered necessary to the operation of the scheme itself. Therefore, by accepting these Rules, the Customer agrees to receive said communications, which will be sent to the addresses given on the registration forms for the scheme. Refusal to receive said communications shall prevent Calzedonia Sverige AB from implementing the scheme and providing the services associated with it. Any refusal expressed during the course of the scheme shall result in an automatic interruption to the same.

8. earning points

Loyalty points will be automatically credited to the "My Intimissimi" Card activated upon each purchase made at an "Intimissimi" or "IUMAN - Intimissimi Uomo" store participating in the scheme or via the e-commerce website at www.intimissimi.com/hk/en.

In order to have the points arising from the e-commerce purchases credited in the Card, Customers shall previously register their Card number under their e-

commerce account. The insertion of the Card number shall be done only once and, for the following purchasing the system will automatically remember it.

One point will be given for each HKD spent, rounded down (e.g. HKD 19 = 1 point). In order to be entitled to points, Customers must identify themselves before the receipt is printed by presenting their "My Intimissimi" Card or by giving their surname and name or the email address used for activating the card. In the case of online purchases, Customers must access the website by entering their details.

Should the card holder fail to provide identification in the manner specified above, then points will not be earned, and it will not be possible to have them credited subsequently.

Customers may check their points balance at any time by requesting it at any "Intimissimi" or "IUMAN - Intimissimi Uomo" store participating in the scheme or via the website www.intimissimi.com/hk/en. Points will be credited and recorded daily by the system; in the event of technical problems, they may be credited within a longer period of a maximum of 15 days.

Returned items will result in points being debited according to the same criteria used for crediting points. Issuance of a "Gift Card Intimissimi" will result in a credit of the correlating number of points. Subsequent purchases paid partially/entirely with a Gift Card by the holder of the same will not, therefore, earn any points for the part of the purchase paid for using the Gift Card.

Promotions involving double or triple points may be organised and these will be advertised accordingly. The Card is in no way a payment card; the points credited to it cannot be transferred or converted into cash or goods.

8.1. Earning point and cross-country benefits

The Client holding the "My Intimissimi" Card will collect points even through the purchase in points of sales located in the Territories listed below. The above-mentioned collecting points will allow the points crediting to reach the status and using the prizes provided under these terms and conditions in Hong Kong. The loyalty points will be credited on the Client's "My Intimissimi" Card subject to the table below.

- COUNTRY: AUSTRIA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: BELGIUM

- POINTS VALUE UNDER LOCAL CURRENCY: 1 EUR = 1 POINT
- LEVEL 1 : Name Status: SILVER
- LEVEL 2 - Name Status: GOLD
- LEVEL 3 - Name Status: PLATINUM
- COUNTRY: CROATIA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: CYPRUS
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: CZECH REPUBLIC
- POINTS VALUE UNDER THE LOCAL CURRENCY: 25 CZK = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: ESTONIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: FRANCE
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: ESSENTIEL
- LEVEL 2 - Status Name: SUPÉRIEUR
- LEVEL 3 - Status Name: PRIVILÈGE
- COUNTRY: GERMANY
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 : Status name - SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: HUNGARY
- POINTS VALUE UNDER THE LOCAL CURRENCY: 400 HUF = 1 PUNKT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: ITALY
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT

- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: JAPAN
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 100 YEN SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: LITUANIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: LATVIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: LUXEMBOURG
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: MALTA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: NETHERLANDS
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: POLAND
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 4 PLN SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: PORTUGAL
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER

- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: ROMANIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 5 LEI SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SLOVAKIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SLOVENIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SPAIN
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SWEDEN
- POINTS VALUE UNDER THE LOCAL CURRENCY: 10 SEK = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SWITZERLAND
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO = 1 CHF SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: TURKEY
- POINTS VALUE UNDER LOCAL CURRENCY: 100 TL = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: UKRAINA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 50 UAH SPENT
- LEVEL 1 - Status Name: SILVER

- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: UNITED KINGDOM
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 GBP SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: USA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 USD SPENT •
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM

The Client holding the “My Intimissimi” Card who will purchase in points of sales located in the Territories above, may take advantage, exclusively at the moment of the purchase and as additional benefit, from the discounts provided by each Country to that Client’s Status.

9. Advantages

Customers holding the "My Intimissimi" card can benefit from numerous discounts, promotions, prizes and special initiatives, which will be suitably advertised and communicated from time to time. Customers can only benefit from the special advantages by presenting their "My Intimissimi" Card. In particular, the following benefits will apply:

- Free deliveries and returns on e-commerce purchases for all Status holders, except delivery to outlying islands;
- For Gold Status customers: for every 200 points earned, a 15% discount voucher will be issued, valid for 30 days from the date of issue, without minimum spending. The voucher will be cumulable with other offers and discounts (sales excluded);
- For Platinum Status customers: for every 200 points earned, a 20% discount voucher will be issued, valid for 30 days from the date of issue, without minimum spending. The voucher will be cumulable with other offers and discounts (sales excluded);
- For Silver Status customers: On their birthday and only for 7 days before and 21 days after their birthday, Silver Status Customers will be entitled to double points on purchases made;
- For Gold Status customers: On their birthday and only for 7 days before and 21 days after their birthday, Gold Status Customers will be entitled to

a 15% discount on a single purchase. It is cumulable with other discounts and promotions (sales excluded).

- For Platinum Status customers: On their birthday and only for 7 days before and 21 days after their birthday, Platinum Status Customers will be entitled to a H\$400 voucher on a single purchase. The voucher will be cumulable with other offers and discounts (sales excluded); and valid for 30 days from the date of issue.

10. interruption of the scheme – card deactivation – miscellaneous

Calzedonia Hong Kong Limited reserves the right to change, suspend or interrupt the “My Intimissimi” Card loyalty scheme and associated services at any time and at its own discretion. Said changes, suspensions and interruptions will be communicated by means of a suitable notice on the www.intimissimi.com/hk/en website and/or at the stores participating in the scheme.

Without prejudice to any other right established under law, including the right to compensation for damages, Calzedonia Hong Kong Limited shall be entitled to revoke the Customer's right to use the Card and deactivate it in the event that the Card is used in breach of the conditions set out under these Rules or in the event of unlawful use or use that is harmful to the image of "Intimissimi" and its brand.

Furthermore, subject to giving notice, Calzedonia Hong Kong Limited reserves the right to deactivate the “My Intimissimi” Card and the associated activation/registration in the event that the Card is not used or the Customer remains inactive for a period exceeding 5 years. Revocation and deactivation shall result in the Customer no longer being able to benefit from the advantages and services offered by “My Intimissimi” Card.

Calzedonia Hong Kong Limited shall not be liable for any consequences, direct or indirect, associated with malfunctions in the loyalty scheme that are beyond its control.

Calzedonia Hong Kong Limited shall not be liable for any fraudulent, improper or unlawful use of the Card.

11. Privacy Notice

For information on personal data processed for the participation in the loyalty program, please refer to the [Privacy Policy](#), paragraph “Why do we process your data?”, “My Intimissimi Loyalty Program”.

12. contacts

Any further information concerning “My Intimissimi” Card, can be obtained by consulting ww.intimissimi.it, by phoning customer care on 080008250933, or at

any “Intimissimi” or “IUMAN - Intimissimi Uomo” store participating in the scheme.

Last update: 21/05/2026