

## Premise

CALZEDONIA UK Ltd, a company under the management and coordination of Oniverse Holding SpA, with registered office at Spirella House, 266-270 Regent Street, London, W1B 3AH, VAT no. 906 446 326, offers discounts, advantages and services at "Intimissimi" stores (both direct and affiliated, participating in the promotion) and at [www.intimissimi.com](http://www.intimissimi.com) to customers who would like to benefit from them. To benefit from these advantages, customers must hold "My Intimissimi" Card: issuance of "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 "My Intimissimi" Card, via the methods set out under Point 6 below implies the Customer's acceptance of these Rules. Calzedonia UK Ltd 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/myintimissimi](http://www.intimissimi.com/myintimissimi). If 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 UK Ltd 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](http://www.intimissimi.com) and/or at stores participating in the initiative. These Rules are always available for consultation at [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi).

### 1. Promoter

CALZEDONIA UK Ltd, a company under the management and coordination of Oniverse Holding SpA, with registered office in at Spirella House, 266-270 Regent Street, London, W1B 3AH, VAT No. 906 446 326.

### 2. Participation channels

- All "Intimissimi" and "IUMAN - Intimissimi Uomo" stores, whether these are managed directly by Calzedonia Finanziaria - Dutch Branch (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/myintimissimi](http://www.intimissimi.com/myintimissimi).
- Ecommerce website [www.intimissimi.com](http://www.intimissimi.com)

### 3. Territory

National Territory of United Kingdom.

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

This is a promotional initiative consisting of a loyalty programme involving the collection of points on a digital card, the so-called 'My Intimissimi' and releasing exclusive benefits to the holders of this card. The purpose of the initiative is to build customer loyalty through a loyalty programme that recognises advantages for customers holding the 'My Intimissimi' Card. Without prejudice to what is specified in the premises, in point 7 ('functionality') and point 10 ('Programme interruption - card deactivation - miscellaneous'), the 'My Intimissimi' Card is not subject to expiration

### 5. Holders

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

## 6. How to register

The card to get the "Silver Status" may be released to the Customer in digital format directly in one of the points of sale located in the Territories listed at point 8.1 or through the website [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi). Registration for "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 registration process will prevent under-age customers from 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. 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. Customers may freely ask at any time to have their membership of the loyalty scheme cancelled by contacting customer care on 02038376465, or via [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi).

## 7. How it works

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

### "Silver Status":

- 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, any points in excess of those used, are carried over 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, any points in excess of those used, are carried over 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 (for example, confirmation of subscription/cancellation, changes in status, special discount offers or exclusive gifts) must be considered necessary for 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 scheme registration form. Refusal to receive said communications shall prevent Calzedonia UK Ltd 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 of the scheme.

## 8. Earning points

Loyalty points will be automatically credited to "My Intimissimi" Card activated upon each purchase made at "Intimissimi" or "IUMAN - Intimissimi Uomo" stores participating in the scheme or via the e-commerce website at [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi). In order to have the points arising from the e-commerce purchases credited to the Card, Customers must 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 pound sterling spent, rounded down (e.g. £1.99 = 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 card activation. In cases 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/myintimissimi](http://www.intimissimi.com/myintimissimi).

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 "Intimissimi Gift Card" will result in a credit of the corresponding number of points. Subsequent purchases paid partially/entirely with a Gift Card 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 not a method of payment; the points credited cannot be transferred or converted into cash or goods.

### Earning point and cross-country benefits

"My Intimissimi" Cardholder will collect points even through the purchase at points of sales located in the Territories listed below. The above-mentioned points will be counted when reaching the Status and using the advantages provided under these terms and conditions in the UK. The loyalty points will be

credited to the Client's "My Intimissimi" Card subject to the table below.

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

- COUNTRY: FRANCE
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: GERMANY
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 : Status name - SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: HONG KONG
- POINTS VALUE UNDER THE LOCAL CURRENCY: 10 HKD = 1 POINT
- 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 EURO = 1 POINT
- 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: LITHUANIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT

- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: LUXEMBOURG
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: MALTA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: NETHERLANDS
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- 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 EURO = 1 POINT
- 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 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SLOVENIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SPAIN
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 1 POINT
- 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: 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: 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

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

## 9. Benefits

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.;
- For Gold Status customers: for every 200 points earned, a £20 voucher will be issued, valid for 30 days from the date of issue on a minimum spend of £79, this voucher can be used in conjunction with other promotions but not with sales.
- For Platinum Status customers: for every 200 points earned, a £30 voucher will be issued, valid for 30 days from the date of issue on a minimum spend of £89, this voucher can be used in conjunction with other promotions but not with sales.
- 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 20% discount on a single purchase. This voucher can be used in conjunction with promotions, sales items 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 30% discount on a single purchase. This voucher can be used in conjunction with promotions, sales items excluded.

## 10. Interruption of the scheme - card deactivation - miscellaneous

Calzedonia UK Ltd 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](http://www.intimissimi.com) 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 UK Ltd shall be entitled to revoke 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. Calzedonia UK Ltd shall be entitled to deactivate the loyalty Card if deemed that the use of the Card is for fraudulent purposes. Furthermore, subject to giving notice, Calzedonia UK Ltd reserves the right to deactivate “My Intimissimi” Card and the associated registration if 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 UK Ltd shall not be liable

for any consequences, direct or indirect, associated with malfunctions in the loyalty scheme that are beyond its control. Calzedonia UK Ltd shall not be liable for any fraudulent, improper, or unlawful use of the Card.

#### 11. Data protection

For information on personal data processed for 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 [www.intimissimi.com](http://www.intimissimi.com), by phoning customer care on 08002797076, or at any “Intimissimi” or “IUMAN - Intimissimi Uomo” store participating in the scheme.

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