

Premise

The Intimissimi loyalty program (hereinafter referred to the “Loyalty Program”) is a program proposed by the company CALZEDONIA Finanziaria S.A. Belgium Branch (hereinafter referred to “the Company”) with registered office in Brussels (1050), Avenue Louise 32 box 6. VAT No. BE 0838 055 452. The company proposes to the customers in the INTIMISSIMI shops participating in the Loyalty Program and from the website www.intimissimi.com/myintimissimi or on the websites from the countries specified in the article 8 (hereinafter the “Websites”) who want to profit from this program, discounts, services and commercial actions (hereinafter referred to the “Advantages”). To benefit from these advantages, customers must hold a “My Intimissimi” Card (virtual or physical): 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. The Company 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 www.intimissimi.com/myintimissimi 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. The Company 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/myintimissimi and/or at stores participating in the initiative. These Rules are always available for consultation at www.intimissimi.com/myintimissimi and also in the points of sales participating in the Loyalty Program by asking the sales assistants.

1. Promoter

CALZEDONIA Finanziaria S.A Belgium Branch, a company with registered office in Brussels (1050), Avenue Louise 32 box 6 VAT No. BE 0838 055 452.

2. Participation channels

- All “Intimissimi” and “IUMAN - Intimissimi Uomo” stores, whether these are managed directly by Calzedonia UK Ltd (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. •
Ecommerce website www.intimissimi.com/myintimissimi

3. Territory

The Loyalty Program will be in force in Belgium at which:

- The advantages associated with the points collected under the loyalty program can be used in Belgium and, as an additional service, the member can only be present at the time of the purchase, on the Websites or at a point of sale in one of the countries mentioned in Article 8, benefit from the Advantages associated with his status for the purchase in question.
- Members can collect points for purchases in Belgium, on the websites and at points of sale in the countries mentioned in Article 8 under the conditions stated therein.

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

The cards from the Loyalty Program are reserved to customers who are at least eighteen years (18) old having a postal address in Belgium. The customers must hold the "My Intimissimi" Card according to the registration and operation conditions set out below. It is possible to subscribe to only one card from the Loyalty Program per person (same first name, last name and address). If the Company realizes that one person holds more than one card, the Company reserves the possibility to repatriate the data and Advantages from the Customer-holder on one unique card and to deactivate the points and Advantages from the superfluous cards. The Company reserves the possibility to ask at any moment a document enabling to justify the identity of the person who wants to subscribe or having subscribed to the Loyalty Program. The Customer-holder under the age of eighteen (18) agree to adhere with the permission of their parents, guardian or legal representative to the Loyalty Program.

6. How to register

The card to get the “Silver Status” may be released to the Customer in digital format directly at the point of sale or through the website 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 025862359 , 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.

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.

Status Gold

- 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, his/her points balance will be reset to zero;

will return to "Silver Status" and have their points balance cancelled if they have earned less than 200 points

Status Platinum

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 the Company 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" store participating in the scheme or via the e-commerce website at www.intimissimi.com/myintimissimi. In order to accumulate the points, the Customer-holder must identify himself before the payment, by presenting his Card or by indicating in point of sale his name and surname or the e-

mail address used for the activation of the Card. For the online purchases, 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. The non-identification of the Member as described above will not accumulate points, even after the purchase. The loyalty points will be automatically accumulated on the activated Card. One point will be given for each euro spent and the point counter is incremented by points according to the scale below. The amount spent per purchase (excluding delivery charges) will, as part of the calculation of points, be rounded to the lower round sum if it included decimals. Example: €1.99 = 1 point. 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” store participating in the scheme or via the website 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. 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 points in Belgium

In Belgium, each euro spent in the participating Loyalty Program points of sale and www.intimissimi.com/myintimissimi (excluding shipping costs) will earn one point.

8.2. Earning points 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 the Italian region. 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: CROATIA
- 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: 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: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: GERMANY

- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
 - LEVEL 1 : Status name - SILVER
 - LEVEL 2 - Status Name: GOLD
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- 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 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: 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: ESSENTIAL
- LEVEL 2 - Status Name: SUPERIOR
- 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: 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. Benefits

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. Customers can only benefit from the special advantages by presenting their "My Intimissimi" Card, or if buying online by signing in. 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 €10 discount voucher will be issued, valid for 30 days from the date of issue on a minimum spend of €60 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 on a minimum spend of €60 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 20% discount on a single purchase.
- 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. The discount will be cumulable with other offers and discounts (sales excluded)

The Benefits, unless otherwise notified by the Company to that effect, will not be cumulative with the sales periods, as well as offers and ongoing discounts independent of the Loyalty Program. Benefits will only apply, if applicable, to the full price of an item. In addition, the benefits of the Loyalty Program will not be cumulative with each other, unless otherwise notified by the Company to that effect. Other offers may be sent by the Company to the Customer-holder based on his / her status.

10. interruption of the scheme – card deactivation – miscellaneous

The Company 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 website and/or at the stores participating in the scheme. If the Customer-holder does not accept the changes, he will be able to cancel his membership in the Loyalty Program. This cancellation can be made at any time in accordance with the present. The Customer-holder may exercise the rights already held

for a period of ten (10) days following the cancellation or upon the decision of the Company to discontinue the Loyalty Program. The Loyalty Program further assumes that the Member complies with the general terms and conditions

and behaves fairly with the Company. Consequently, the Company reserves the right, without prejudice to the rights it has in accordance with the law, to suspend a Loyalty Program Card, possibly to permanently deactivate a Loyalty Program Card and, if applicable, to cancel the Associated Advantages, in case of abuse of the Member in the use of the Loyalty Program and / or towards the Company. The Company also reserves the right to deactivate the loyalty card if used for fraudulent purposes. The Company will operate this suspension and / or deactivation after informing the Member, by the means that seems to him the most appropriate, without the Customer-holder being able to claim any compensation, in particular in the following cases:

- In case of fraud, attempted fraud or theft of the Member at the point of sale or on the Websites;
- In case of improper use or misuse of the Loyalty Program;
- In the case of actions likely to disrupt the operation of the website or the operation of the Loyalty Program; LEVEL 1 - Status Name: SILVER
- More generally, in case the card is used in breach of the conditions set out under these Rules and Conditions 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, the Company 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. The Company shall not be liable for any consequences, direct or indirect, associated with malfunctions in the loyalty scheme that are beyond its control. The Company 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” Loyalty Program can be obtained by consulting www.intimissimi.com/myintimissimi, by phoning customer care on 025862359 , or at any “Intimissimi” store participating in the scheme.

Last update: 08/05/2026