

## Premises

Sunshine Baltics Estonia OÜ a company, with registered office in F.R. Faehlmanni tn 5, 10125 Tallinn, Estonia VAT number EE102060252 and Calzedonia S.p.A with registered office in Malcesine (Verona), 5/3 Portici Umberto Primo street, VAT number 02253210237 make discounts, benefits and services at the "Intimissimi" stores (both direct and affiliates participating in the initiative) and on the website [www.intimissimi.it](http://www.intimissimi.it). available to customers who wish to use them. To benefit from these advantages, it is necessary to become a holder of the "My Intimissimi" Card: the issue of the "My Intimissimi" Card (hereinafter the "My Intimissimi" Card) and its use are governed by the following conditions (hereinafter also "Regulations"), which the "recipient customer" must read carefully. The activation of the 'My Intimissimi' card, in the manner referred to in point 6 below, implies the Customer's acceptance of these regulations. Sunshine Baltics Estonia OÜ and Calzedonia Spa reserve the right to periodically modify, even partially, these conditions, and the relative modifications will come into force 10 (ten) consecutive days following their publication on [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi). In the event that the "receiving customer" does not accept the changes made, they will have the right to cancel their registration, which remains however, their right at any time as specified below. The use of the Card, after changes have come into force however, implies the acceptance, of the changes made. Sunshine Baltics Estonia OÜ and Calzedonia Spa reserve the right to temporarily or permanently, suspend this loyalty programme at any time, without the Customer being able to oppose anything (subject only to compliance with the rights already acquired by the participants at that time), by notifying them on the website [www.intimissimi.com](http://www.intimissimi.com) and/or at the points of sale participating in the initiative.

These Regulations are always available for consultation at [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi).

### 1. promoter

Sunshine Baltics Estonia OÜ, a company, with registered office in F.R. Faehlmanni tn 5, 10125 Tallinn, Estonia VAT number EE102060252 and Calzedonia S.p.A with registered office in Malcesine (Verona), 5/3 Portici Umberto Primo street, VAT number 02253210237.

### 2. Participation channels

All "Intimissimi" and "IUMAN - Intimissimi Uomo" stores, participating in the initiative display the related advertising and information material. The list of stores participating in the initiative can be viewed on the website [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi).

E-commerce site [www.intimissimi.com](http://www.intimissimi.com)

### 3. territory

Estonian national territory.

### 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. recipients.

End customers aged 18 or over, who are members of the 'My Intimissimi' according to the registration and operating procedures indicated 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 the customer service or via [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi).

## 7. functionality.

The "My Intimissimi" Card will give the customer the opportunity to reach 3 different STATUS by accumulating points on purchases. Depending on the status to which the Customer belongs, they will receive increasing rewards.

### "Silver Status":

- This is immediately acquired with the activation/registration of the "initial" card;
- When the 'Silver Status' customer reaches 200 points, they move to the next level - 'Gold Status', on which they will be immediately credited with any points in excess of those used to reach the new status;
- If the 'Silver Status' Customer does not reach 200 points within 365 days from the date they obtained the status, they remain at the 'Silver' level and their points balance is reset.
- If an 'Silver Status' customer reaches 1,000 points before having acquired the 'Gold Status', they are automatically moved to the 'Platinum Status', upon which they will immediately be credited with any points in excess of those used to reach the new status;

### "Gold Status":

- The customer acquires this status once they have earned 200 points. Any points in excess of those used to reach the next status will be credited to the new status immediately;
- As soon as the customer reaches 1,000 points, they move to the 'Platinum Status' upon which they will immediately be credited with any points in excess of those used to reach the new status;
- A year after reaching the 'Gold Status' and from each year on, the Customer:
  - maintains the 'Gold Status' for another year if they have earned from 200 to 999 points, and any points in excess of those used to maintain the aforementioned status will be maintained;
  - if they have earned less than 200 points, the points balance is reset and returns to the 'Silver Status'.

## "Platinum Status":

- The Customer reaches the 'Platinum Status' once they have earned 800 points since obtaining the 'Gold status' or if they have earned 1,000 points from the 'Silver status'; any points in excess of those used for changing status, will be immediately credited;
- One year after reaching the 'Platinum Status', and from each year on, if the Customer:
  - if they have earned at least 1,000 points, they maintain the 'Platinum Status' level and any points in excess of those used to maintain the aforementioned status will be maintained;
  - if they have earned less than 1.000 points, the points balance is reset and returns to the 'Gold Status'.

Each change of status, as well as any communication relating to participation in the loyalty programme is strictly Silver for the provision of the services relating to it (such as, for example, confirmation of registration/cancellation, status changes, allocation of dedicated discounts or of reserved gifts) is considered as necessary to carry out the program itself. Therefore, by accepting this regulation, the Customer agrees to receive such communications which will be sent to the addresses indicated in the programme registration form. Refusal to receive such communications makes it impossible for Sunshine Baltics Estonia OÜ and Calzedonia Spa to carry out the programme and provide the related services. Any refusal expressed during the course of the programme will result in the automatic

## 8. point acquisition.

The loyalty points will automatically be loaded on the "My Intimissimi" Card activated with each purchase in one of the "Intimissimi" and "IUMAN - Intimissimi Uomo" points of sale participating in the initiative or via the e-commerce site [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi), to the value of one point for each euro spent rounded down (Ex. 1.99 EUR = 1 POINT).

The crediting of points resulting from purchases made on the e-commerce site, will be possible only after entering the card data in your e-commerce account. The combination of the Card with the e-commerce account must only be performed once and will be stored by the system for subsequent purchases. To be entitled to points, the Customer must identify themselves before issuing the receipt by presenting their 'My Intimissimi' card or indicating their surname and first name or the e-mail address issued for the activation of the card. In the case of purchase through e-commerce, the Customer must access the site by entering their credentials.

Failure to identify the Card holder in the manner indicated above, will not allow points to be loaded, nor will loading be possible later. The Customer can see their accumulated points balance at any time by requesting it at any of the 'Intimissimi' or 'IUMAN - Intimissimi Uomo' points of sale participating in the initiative, or by consulting the website [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi).

Points will be loaded and accounted for by the system on a daily basis; in case of technical unforeseen events, they can be loaded within a longer period of maximum 15 days. Returns will generate the points charge according to the same criterion as the credit. The issue of the 'Intimissimi Gift/eGift Card' will generate the credit of the related points. Subsequent purchases paid partially/in total with Gift/eGift Card by the card owner will therefore not generate any credit of points for the value of the receipt paid with Gift/eGift Card. Campaigns of doubling or tripling points may be envisaged, of which adequate publicity will be given. The Card does not in any way constitute a payment card; the points accumulated in it cannot be transferred or converted into money or products.

## 8.a. Collecting points and Cross Country benefits

'My Intimissimi' Cardholders will also be able to collect points through purchases made within the points of sale in the Countries indicated in the table below. The collection of the aforementioned points, will enable them to be credited and achieve the status and use of prizes provided for in this regulation, in the Estonian national territory. Loyalty points will be loaded onto the Customer's 'My Intimissimi' Card following the conversion shown in 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 EUR = 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 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: 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
- 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: LITHUANIA
- 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: 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

As a further advantage, Customers in possession of the 'My Intimissimi' Card making purchases within the points of sale in the Countries indicated above, are granted discounts reserved by the individual country for the Customer's membership status exclusively at the time of purchase.

#### 9. advantages.

Customers who are part of the "My Intimissimi" loyalty programme can benefit from numerous discounts, promotional operations, prize operations and special initiatives, which will be adequately advertised and communicated from time to time. The Customer will be able to take advantage of the dedicated benefits only upon showing their 'My Intimissimi' Card. In particular, the following discounts are defined as:

- Free shipping and returns on e-commerce purchases for all those with the status;
- For members with the 'Gold Status', every 200 points accumulated, a 10 € discount voucher, valid for 30 days from its issue, on a minimum purchase of 69 €. The voucher will be cumulable with other offers and discounts (sales excluded).
- For members with the 'Platinum Status', every 200 points accumulated, a 20 € discount voucher, valid for 30 days from its issue, on a minimum purchase of 69 €. The voucher will be cumulable with other offers and discounts (sales excluded).
- For 'Silver Status' members: On the occasion of the Customer's birthday and exclusively in the period between 7 days prior to and 21 days following the birthday date, the members of the Silver Status will be entitled to the recognition of double points on purchases made;
- For 'Gold Status' members: On the occasion of the Customer's birthday and exclusively in the period between 7 days prior to and 21 days following the birthday date, Gold Status members will be entitled to a 20% discount on a single purchase (excluding items already subject to discounts or promotions).
- For 'Platinum Status' members: On the occasion of the Customer's birthday and exclusively in the period between 7 days prior to and 21 days following the birthday date, those belonging to the Platinum Status will be entitled to a 30 € discount on a single purchase. The voucher will be cumulable with other offers and discounts (sales excluded)

#### 10. programme interruption - card deactivation - miscellaneous.

Sunshine Baltics Estonia OÜ and Calzedonia Spa reserve the right to modify, suspend or interrupt the 'My Intimissimi' loyalty programme and related services at any time and at its own discretion. Specific communication of such changes, suspensions or interruptions will be given by posting a suitable notice on the website [www.intimissimi.com](http://www.intimissimi.com) and/or in the stores participating in the initiative. Without

prejudice to any other right provided for by law, including the right to compensation for damage, Sunshine Baltics Estonia OÜ and Calzedonia Spa may revoke the Customer's right to use the Card and deactivate it if the Card is used in violation of the conditions set out in these Regulations or of use for fraudulent or damaging purposes of the image and of the 'Intimissimi' brand. Furthermore, after providing information, Sunshine Baltics Estonia OÜ and Calzedonia Spa reserve the right to deactivate the 'My Intimissimi' card and its activation/registration, in the event of non-use of the Card or inactivity of the Customer for a period exceeding 5 years. In the event of cancellation and deactivation, the Customer will no longer be able to use the "My Intimissimi" Card advantages and services. Sunshine Baltics Estonia OÜ and Calzedonia Spa are not responsible for any consequences, direct or indirect, relating to malfunctions of the loyalty programme that are not dependent on their will. Sunshine Baltics Estonia OÜ and Calzedonia Spa are not responsible for any fraudulent, improper or unlawful use of the Card.

#### 11. Processing of personal data.

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.

For any other information relating to 'My Intimissimi' Card, the Customer can check the website [www.intimissimi.it](http://www.intimissimi.it), contact customer care or an 'Intimissimi' and 'IUMAN - Intimissimi Uomo' sales outlet participating in the initiative.

Last update: 19/03/2026