

## **REGULATIONS OF THE INITIATIVE ENTITLED “Land of Fashion Club”**

### **1. PROMOTERS**

- Valdichiana Propco S.r.l. – Registered office – Via Melchiorre Gioia, 26 – 20124 Milan - Tax Code and VAT no. 08616300961
- Palmanova Propco S.r.l. – Registered office – Via Melchiorre Gioia, 26 – 20124 Milan - Tax Code and VAT no. 05524760963
- Frankie Retail Holdco S.R.L. – Registered office – Via Melchiorre Gioia, 26 – 20124 Milan - Tax Code and VAT no. 10738940963
- Fashion District Mantova S.r.l. – Registered office – Via Cordusio, 1 – 20123 Milan - Tax Code and VAT no. 03684090966
- Fashion District Molfetta S.r.l. – Registered office – Via Cordusio, 1 – 20123 Milan - Tax Code and VAT no. 03684040961

(Hereinafter “Promoters”)

### **2. NAME OF THE INITIATIVE**

“Land of Fashion Club” (hereinafter “Initiative”).

### **3. OPERATING AREA**

The initiative will operate at the following Outlets owned or at the disposal of the Promoters (hereinafter “Centers”)

- Palmanova Village – S.P. 126 km 1.6 – 33041 – Aiello del Friuli (UD), owned by Palmanova Propco S.r.l.
- Franciacorta Village – Piazza Cascina Moie 1/2 – 25050 – Rodengo Saiano (BS), owned by Frankie Retail Holdco S.r.l.
- Valdichiana Village – Via Enzo Ferrari 5 – 52045 – Foiano della Chiana (AR), owned by Valdichiana Propco S.r.l.
- Mantova Village – Via Marco Biagi – 46031 – Bagnolo San Vito (MN), at the disposal of Fashion District Mantova S.r.l.
- Puglia Village – Via dei Portuali 12 – 70056 – Molfetta (BA), at the disposal of Fashion District Molfetta S.r.l.

### **4. DURATION OF THE INITIATIVE**

The initiative will run from 18 December 2024, with unlimited duration unless interrupted or terminated as set out in article 12 below and promptly notified by the Promoters (hereinafter the “Regulations”).

In any case, points earned will be reset annually: specifically, points earned from 18 December 2024 to 30 November 2025 will be reset on 1 December 2025 and the count will start again, while subsequent deadlines will be announced in due time on the website.

Participants have the right to cancel their membership and unsubscribe from the Initiative at any time by visiting the appropriate section of the [club.landoffashion.it](http://club.landoffashion.it) website (hereinafter “Website”).

### **5. RECIPIENTS**

The initiative is for all natural persons who are adult customers of the Promoters at the time of registration and who register for the “Land of Fashion Club” programme and obtain the relative “Land of Fashion Club” card (hereinafter “Card”), as well as for customers who are holders of the

Village Card to which a valid email address is associated, as set out below in article 7 and in the manner indicated (hereinafter “Recipients”).

The following are excluded and may not register for the initiative or request the Card:

- legal persons
- all employees of the promoters and employees of Land Of Fashion Outlet Management S.r.l., the management company of the Promoters’ Centers

Purchases made by the employees of sales and foodservice outlets in the Centers (“Points of Sale”) where they are employed do not entitle them to take part in the initiative.

## **6. PURPOSE OF THE INITIATIVE**

The aim of the initiative is to build loyalty and gratify Recipients through the use of the Card, offering advantages, benefits and opportunities.

Using the Card lets each participant in the initiative, during the period of Duration, earn points by making purchases at the Points of Sale, which enable the Recipients to achieve certain levels (hereinafter “Levels”) associated with specific benefits in the manner set out in these Regulations.

The purchase of prepaid cards and the relative top-ups, paid either with meal vouchers or in cash, are excluded from the initiative and do not earn points.

## **7. HOW TO REQUEST THE CARD**

Recipients may take part in the Initiative by registering and requesting the issue of the Card in one of the following ways:

- **At the Center:**
  - at the Center’s Info Point: the Recipient will be registered for the Initiative with the support of staff. Following registration, the Recipient will receive an email containing a link to access their personal area, where they will need to set up their own password in order to review the privacy notice and these regulations.
  - at Points of Sale using the “App in store” technology available in the Centers, Recipients can retrieve the specially prepared QR codes, if displayed, that point to a web page where they can enter their email address: after entering their email address, the Recipient receives a Virtual Card to use for that specific transaction and, later, a link to access the full registration page. The Card can be used again for all purchases only after completing the full registration process and entering all the required information.
  - at Points of Sale that do not use the “App in store” technology available in the Centers, Recipients can, if necessary, retrieve the specially prepared QR Codes, if displayed, which point directly to the full registration page and relative form, to be completed by entering the required information: following completion of the form, the Recipient will receive the Card with which they can take part in the initiative and through which they can create their own credentials on the Website, edit or confirm their personal data and consent and, if required, unsubscribe from the initiative.

alternatively

- **Online:** in the dedicated section of the Website it will be possible to access the registration form to complete with all the required information. It will also be necessary to review the privacy notice and these Regulations: the registration request must then be submitted using the same Website.

Using both methods, after submitting the request, the digital Card will be sent to the Recipient at the email address indicated during registration.

It is understood that registration implies full knowledge and acceptance of these Regulations, which the Promoters reserve the right to modify at any time, giving reasonable prior notice to the Recipients.

Recipients who were already in possession of the Village Card issued in past years (also referred to as the “Card”) and associated with a valid email address will be able to continue using it to take part in the initiative without the need to repeat the registration procedure and without the need to request the issue of a new Card, without this affecting the right to request their cancellation from the programme through the appropriate section on the Website. It is in any case necessary to access the Website to set up a new password, while maintaining the validity of the code of the Card already in their possession. On the date of entry into force of these regulations governing the Initiative, the Village Card is regulated exclusively by such new regulations and no longer by the Village Card regulations, which are revoked and become ineffective.

With regard to the Card, please take note that:

- each Recipient, identified by the personal email provided, may request and obtain only one Card;
- the Card is free of charge, personal and may not be transferred to third parties;
- the Card can be used throughout the period of Duration and for any further promotional initiatives announced by the Promoters;
- changes in the personal data used for registration, use, theft, loss and/or malfunctioning of the Card must be reported promptly to the Info Point in the Centres. The Promoters decline all liability for any illegitimate or improper use of the Card and for any damage that may be caused to the Recipients and/or third parties, reserving the right to take legal action to protect their rights in this regard;
- The Promoters also decline any liability arising from the potential entry of false or incorrect information by Recipients. The Promoters reserve the right to ask the Recipients to prove the truthfulness of the information provided during registration and use for the purposes of preventing, by way of example and without limitation, fraud and conduct contrary to these Regulations and the law;
- in the event of proven fraudulent or abusive use of the Card, as well as in the event of any breach of these Regulations, the Promoters reserve the right to suspend the Card and have it returned, preventing the possibility of using the points earned;
- the Card holder has the right to unsubscribe from the Initiative by visiting their personal area on the Website and returning the Card.

## **8. OPERATION OF THE INITIATIVE AND BENEFITS RESERVED FOR PARTICIPANTS**

Recipients who have taken part in the Initiative by registering and obtaining the Card (hereinafter “Participants”) will obtain:

- A 10% discount at points of sale in the Centers participating in the Initiative (the complete list is published on the Centers’ websites: [www.franciacortavillage.it](http://www.franciacortavillage.it), [www.valdichianavillage.it](http://www.valdichianavillage.it); [www.palmanovavillage.it](http://www.palmanovavillage.it), [www.pugliavillage.it](http://www.pugliavillage.it) e [www.mantovavillage.it](http://www.mantovavillage.it)). The 10% discount is not applied to sale or promotional prices and is applied upon reaching the specific minimum spend thresholds defined by each Point of Sale, as indicated on the Websites of each Center.
- Participation in events with prizes (contests or operations) or other events reserved for Participants: in these cases, the relative regulations will be published or available for consultation on the Website.
- Further benefits that will be planned and announced from time to time.

The benefits indicated are obtained by accruing points on the Card with each purchase made at any point of sale in the Centers, or by completing the actions set out in the table below. Based on the number of points earned, upon reaching the thresholds provided and set out below, the relative benefits will be recognised.

The points will be credited for each purchase made by each Participant as follows:

1. For purchases made at Points of Sale that use the “App in store” technology, points will be credited only if, before payment, the participant has presented their Card and it has been scanned / entered by Point of Sale checkout staff. If this is not the case, the points for that specific transaction cannot be credited.
2. For purchases made at Points of Sale that do not use the “App in store” technology, Participants must access the Website and use the automatic receipt OCR function no later than 23:59:59 on the day immediately after the day of purchase: first select the Center where the purchase was made and then upload a picture of the purchase document (front, and if necessary back, in the same image). Then, if the data is correct, the Participant must confirm same using the button provided or ask for manual validation using the button provided. The points will be credited when the data on the purchase document is confirmed or when the document is validated. If the purchase receipt is not validated, notification will be provided in the personal area.

For example: for a purchase made on 18 December 2024, the purchase document must be registered on the Website by 23:59:59 on 19 December 2024.

Points cannot be transferred from one Card to a different Card; likewise, points earned are non-transferable, personal and may only be used by the Participant who is the holder of the Card on which they have accrued.

Points will be credited to the Participant’s Card and can be viewed at any time in the section provided on the Website.

Points are awarded as follows:

<b>POINTS</b>	<b>ACTION</b>	<b>FREQUENCY</b>
20	Welcome points on registration	One-off credit on completing the registration form
10	First log-in to the personal area on the Website	One-off credit at the time of the first log-in in the period of Duration to the personal area on the Website using the personal identification credentials set up (email and password)
50	Completion of non-mandatory information	One-off credit if the Participant decides to provide all the information requested in the registration form and indicated as non-mandatory: such information may be provided at any time
30	Mobile phone number provided in the personal profile in the personal area or subsequent profiling	One-off credit if the Participant also enters their mobile phone number in their personal data
10	Every purchase transaction made in	Credited for each valid transaction

	Centers exclusively from Monday to Friday during the opening hours of individual Points of Sale, on condition that the Card code is scanned / entered before payment or on condition that the receipt is uploaded to the Website using the OCR system as indicated above	of any amount made in the Centers on the days and at the times indicated, only if the Card code is provided before payment or if the purchase receipt has been uploaded to the Website using the OCR system as specified below
5	Every time the Participant plays in the 'Win with Land of Fashion Club' contest	Credited every time the Participant plays in the Contest, as set out in the instructions provided in the paragraphs below: points are credited until 3 December 2025
1	Every €1.00 (one), including VAT, spent during the period of Duration, on condition that the Participant's Card is scanned / entered at the checkout before payment or on condition that the purchase receipt has been uploaded using the OCR system as specified above	Credited according to the total value of each purchase receipt, rounded down to the nearest euro (eg. a receipt for €17.98 will earn 17 points), only if the Card was scanned / entered at the checkout before payment or if the purchase receipt was uploaded to the website using the OCR system as specified above
20	Purchase mission completion	The Points will be credited if the Participant has completed at least three different transactions during one calendar month, on condition that the total amount is at least €200
15	Birthday bonus	The Points will be credited for each purchase during the week of the Participant's birthday Only for Participants with a birthday in the period from 1 Dec 2025 to 17 Dec 2025, the points will be credited with reference to purchases in the week from Monday 24 Nov 2025 to Sunday 30 Nov 2025

Based on the points they earn, the Participants will be assigned to one of the levels defined and obtain the relative benefits.

## 9. CLASSIFICATION IN LEVELS

All participants, based on the points earned on their personal Card since the start of the initiative, are classified according to the following levels:

<b>LEVEL</b>	<b>MINIMUM POINTS</b>	<b>MAXIMUM POINTS</b>
Fashion Friend	0	100

Fashion Lover	101	1,000
Fashion Victim	1,001	2,500
Fashion Icon	2,501	Over

On reaching each level, the Participant will obtain the relative benefits, as announced from time to time and posted on the Website.

#### **10. PARTICIPATION IN THE CONTEST**

On reaching the level entitled Fashion Lover and any higher levels, the Participant can automatically take part in the “Win with Land of Fashion Club” contest and win the prizes on offer at their level. For more information, Participants are referred to the specific regulations published on the Website.

#### **11. ADDITIONAL BENEFITS OFFERED FROM TIME TO TIME TO CARD HOLDERS**

In addition to the provisions of point 10 above, the Card gives the Participant the chance to receive additional benefits in the period of Duration, as announced from time to time on the Website and, where possible, with personal communications.

#### **12. SUSPENSION OR TERMINATION OF THE INITIATIVE**

The Promoters reserve the right to suspend or terminate the Initiative in accordance with applicable legislation. Termination or suspension will be communicated to Participants with at least 30 days’ notice – and with reference to suspension – with as much prior notice as possible or immediately after such suspension. Said communication may be published by the Promoters on the Website and by email sent to the address communicated by the Participants during registration.

In any event, if the Initiative is terminated, the benefits accrued will be maintained until the date of effective termination or suspension.

#### **13. ADVERTISING**

The means of communication used to promote the initiative are the Website, social media, promotional materials displayed at the Centers and personal email where possible.

The full regulations are always available for consultation on the Website.

#### **14. DECLARATIONS**

The Promoters, in their capacity as joint data controllers, declare that participation in and the management of the Initiative presupposes the personal data process essential for taking part in and managing the Initiative. Such processing will be carried out pursuant to Regulation (EU) 679/2016 and Legislative Decree 196/2003 as amended, in accordance with the privacy policy adopted by same and made available to the Participants, who shall confirm they have read and understood it before subscribing to the Initiative and as an essential condition thereof.

The Promoters reserve the right to perform all the checks needed at any time to verify correct participation in the Initiative and, in the event of irregularities, reserve the right to permanently revoke the Card, resulting in the cancellation of the points.

The initiative cannot be combined with other promotions that can be obtained with other cards or agreements in force with the Promoters, unless otherwise indicated and communicated to targeted groups of Participants.

With reference to the communications sent to the Participants by email, the Promoters accept no liability in the event that:

- the mailbox is full;
- the email and/or telephone number provided during registration are incorrect or incomplete;
- there was no response from the host computer on sending the email announcing the win;
- the mailbox is disabled;
- the email provided during registration appears on a black-list;
- the person concerned has asked not to receive any further email communications from the Promoters.

Any complaint regarding the Initiative must be addressed by the Recipients to the Promoter of the Reference Centre where the purchase was made no later than 30 days from the date of the aforesaid purchase: any complaints sent after this deadline cannot be processed.

Each Promoter is only liable for claims relating to their own Centre. Under no circumstances may each Promoter be held liable for any claims, problems and damages arising from participation in the Contest in the other Centres.

Furthermore, the Promoters shall under no circumstances be held liable for any problems or damages arising while the Card is scanned by the Points of Sale.

The Promoters reserve the right to amend the Regulations at any time, including in compliance with current regulations, with binding effect as of the date of their publication, by giving notice thereof on the website and at the info-point of each Centre. The Recipients are therefore invited to check the contents of the Regulations.