

REGULATIONS ART.11 D.P.R. 26 October 2001, 430
PRIZE CONTEST
"WIN WITH 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. PROMOTER'S AGENT

Clipper S.r.l. with registered office in Viale Caterina da Forlì 32 – Milan – VAT no. 06601410159 (hereinafter "Agent").

3. NAME AND TYPE OF THE INITIATIVE

Prize contest entitled "WIN WITH LAND OF FASHION CLUB" (hereinafter "Contest").

4. AREA

The Contest takes place in points of sale and foodservice open to the public in the period of duration of the Contest (the "Points of Sale") in the following outlets (hereafter: "Centres"):

- 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.

5. DURATION

The Contest takes place from 18 December 2024 to 30 November 2025 (totalling 50 weeks: the first week will run from Wednesday 18 December 2024 to Sunday 22 December 2024, while the subsequent weeks will run from Monday to Sunday) exclusively during opening hours on the days the Centers are open.

The report of assignment of wins shall be drawn up periodically and in any case by 10 December 2025.

6. RECIPIENTS

The Contest is for all natural persons who are adult customers of the Points of Sale in the Promoters' Centers, hold the "Land of Fashion Club" loyalty card or the Village Card to which a valid e-mail address is associated (hereinafter, singly or collectively the "Card"), are registered with the Land of Fashion Club Initiative ("the Initiative") and are classified on the Fashion Lover, Fashion Victim and Fashion Icon levels as specified below (hereafter: "Participants").

All employees of the Promoters and employees of Land Of Fashion Outlet Management S.r.l., the management company of the Promoters' Centers, are excluded from participation.

Purchases made by employees of Points of Sale exclusively in the Points of Sale where they are employed do not entitle them to take part in the Contest.

7. PURPOSE OF THE CONTEST

The Contest aims to incentivise purchases at the Centers and gratify Participants by means of instant wins. All purchases made by Participants in the period of Duration, provided they are of a unit amount of at least €50.00, including VAT, are valid for the purposes of the Contest.

8. ADVERTISING

The full rules of the Contest will be available for consultation by Participants on the Website club.landoffashion.it, on the Promoters' websites (<https://www.palmanovavillage.it/it/home>, <https://www.franciacortavillage.it/it/home>, <https://www.valdichianavillage.it/it/home>, <https://www.mantovavillage.it/it/home>, <https://www.pugliavillage.it/it/home>) and at the Info Points in the Centers.

The Contest will also be publicised inside the Centers and by means of any other forms of online and offline communication the Promoters may from time to time deem appropriate.

9. WARNINGS

The servers of the gaming platform on which the contest takes place are located in Italy and data will be recorded by software programmed for the purposes of the Contest.

10. METHOD OF PARTICIPATING

The Promoters organise the Contest in the manner described hereunder, which enables all Participants to win one of the available prizes on an instant win basis, as specified below.

10.1 REGISTRATION

To take part in the Contest, it will first be necessary to register with the Initiative entitled "Land of Fashion Club" and obtain the relative Card, without which it will not be possible to participate in the Contest. It is possible to register for the Initiative and request the issue of a Card for the entire Duration both at the Points of Sale and on the Website in the manner described in the Initiative Regulations. All Participants registered with the Initiative can automatically take part in the Contest without having to make any separate registrations. Recipients who were already in possession of the Village Card issued in past years 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 the regulations of the Initiative entitled "Land of Fashion Club", the Village Card is regulated exclusively by such new regulations and no longer by the Village Card regulations, which are revoked and become ineffective.

Registration will be possible at any time within the Duration but participation in the Contest will only be possible following registration: a Participant may only register once, as multiple registrations are not allowed.

A Participant may register with a single email address and any email address may be associated with a single Participant.

Participating under a false name or using false data are not allowed. In this connection, the Promoters reserve the right to verify the data used and block registrations that infringe upon these regulations.

Following registration, Participants will receive an email containing the Card's ID code. To take part in the Contest, Participants must have their loyalty card on their person, in either digital or physical form, as specified hereunder.

10.2 EARNING POINTS

All Card-holding Participants will gradually, throughout the Duration and depending the actions they carry out, accrue points that will classify them on one of the following levels:

LEVEL	MINIMUM POINTS	MAXIMUM POINTS
Fashion Friend	0	100
Fashion Lover	101	1,000

Fashion Victim	1,001	2,500
Fashion Icon	2,501	Over

Points will be accumulated from time to time on the Participant's personal profile, in their personal area, and may be consulted at any time.

Points are assigned to individual Participants on a personal basis and may in no way be transferred to other Participants.

Points will be credited as follows:

POINTS	ACTION	FREQUENCY
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 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 below.	Credited for each valid transaction of any amount made in the Centers on the days and at the times indicated, only if the Card code is scanned / entered 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 30 November 2025.
1	Every €1.00 (one), including VAT, spent in 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	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

	been uploaded using the OCR system as specified below	/ entered at the checkout before payment or if the purchase receipt was uploaded to the website using the OCR system as specified below
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 24 November 2025 to 30 November 2025.

On the basis of points accumulated from time to time, Participants will be classified on one of the Levels and take part in the Contest under the specific regulations applying to the Level on which they are classified at the time they play.

If a Participant earns enough points by completing actions to pass to a higher Level, they will receive an email notice to such effect and every time they play in the Contest from that moment onwards (until any further change in Level) will be under the specific regulations applying to the new Level.

11. INSTANT WIN

To take part in the instant win system, Participants must have reached Fashion Lover Level (by earning at least 101 points).

All Participants in the Fashion Lover, Fashion Victim and Fashion Icon Levels for each purchase made in the period of Duration with a unit amount of at least €50.00, VAT included, may take part in the instant win system in one of the two ways described below:

1. for purchases made in Points of Sale that use the "App in store" technology and on condition that Participants have their loyalty card scanned or entered at the checkout before payment, Participants will rapidly receive an email containing a link to activate the game mechanism and a unique game code. Alternatively, it will be possible to retrieve the game code, if still valid, by accessing their personal area on the Website. The game code will identify the Center in which the purchase was made ("Reference Center"). By accessing the link before 23:59:59 on the day immediately after the day on which the purchase was made and entering the game code received in the appropriate field, as per instructions received, Participants may activate the random draw software and immediately check whether they have won one of the prizes on offer on their particular Level. Each purchase made, provided it reaches the minimum amount of €50.00, VAT included, and the Participant has had their loyalty card scanned/or entered at the checkout before payment, will enable one single participation in the Contest, irrespective of the amount spent over the minimum threshold fixed. The game code received after each valid purchase transaction must necessarily be used by 23:59:59 on the day immediately after the day on which the purchase was made. All game codes not used by such date/time will cease to be valid and may no longer be used.

For example: for a purchase made on 18 December 2024, the game code received must be used by 23:59:59 on 19 December 2024; for a purchase made on 31 December 2024, the game code received must be used by 23:59:59 on 1 January 2025.

2. For purchases made in Points of Sale that do not use the "App in store" technology, Participants must access the Website, go to their personal area and use the automatic receipt OCR function by 23:59:59 on the day immediately after the day of purchase. It will first be necessary to 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. In the case of confirmation of the data, Participants will rapidly receive an email containing the link to activate the game mechanism and a unique game code. If validation is requested, on the other hand, Participants will receive an email containing a link to activate the game mechanism and the relative code once the receipt has been validated (otherwise, a notification will be posted in the personal area indicating lack of validation). In both cases, by accessing the link before 23:59:59 on the day immediately after the day on which the email was received and entering the game code received in the appropriate field, as per instructions received, Participants may activate the random draw software and immediately check whether they have won one of the prizes on offer on their particular Level. Each purchase made, provided it reaches the minimum amount of €50.00, VAT included, will enable one single participation in the Contest, irrespective of the amount spent over the minimum threshold fixed. Each game code must necessarily be used by 23:59:59 on the day immediately after the day on which it was received by email. All game codes not used by such date/time will cease to be valid and may no longer be used.

For both modes of participation, a special random algorithm – certified and unhackable – will randomly assign the wins set aside for each Level among all the respective Participants of the Reference Center who have made a "valid" purchase for each day provided for in the period of Duration and during the opening hours of the Points of Sale in the Center.

For each Center, wins will be assigned randomly by the software at times that cannot be determined in advance and distributed over the course of each day as shown in the table below:

Level	Wins on Monday	Wins on Tuesday	Wins on Wednesday	Wins on Thursday	Wins on Friday	Wins on Saturday	Wins on Sunday	Prize
Fashion Lover	2	2	2	2	2	2	2	Gift Card worth €10.00
Fashion Victim	1	1	1	2	2	2	2	Gift Card worth €20.00
Fashion Icon	1	1	1	1	1	2	2	Gift Card worth €40.00

If a prize is not awarded, it will be assigned in the secondary draw.

Likewise, when the Center closes on one or more days during the period of Duration (whether planned or unforeseen), the relative prizes will be assigned in the secondary draw.

Assignment of the prizes provided for will be random and managed by special unhackable software, as certified by a qualified programmer.

The Promoters will make all the documentation relating to the preparation and operation of the program available for any mandatory audits: a special expert declaration will be drawn up containing the specifications of the system's programming, technical characteristics, unhackability and the logic behind the win assignment algorithm. It is guaranteed that Participants may in no way influence or determine wins and that the principle of equal treatment and safeguarding of public trust is ensured.

Confirmation of a win will be sent to the Participant by means of an email message to the address specified during registration. Definitive validation of the prize is attested exclusively by receipt of said email message. Prizes cannot be recognised if a Participant cancels their registration before validation of the win.

12. ASSIGNMENT/EXTRACTION

The report/s relative to wins made by Participants will be drawn up periodically as agreed with the public official engaged for the purpose (a notary from the Milan Board of Notaries or an official appointed by the Milan Chamber of Commerce) and in any case by 10 December 2025, in Milan, at the offices of the Agent or at another site to be defined. To such end, the Promoters will supply details of the winners and of the prizes won.

If any of the available prizes have not been assigned by the end of the Contest, they will be re-assigned, sub-divided by Level and Reference Center, among all the Participants who were not winners of any prizes throughout the entire Duration, these too sub-divided by Level and Reference Center.

Winners will be personally notified in the days immediately following the draw by an email message (sent to the address used for the purposes of participation) and informed as to how the prize may be collected.

13. PRIZES

All prizes consist of a Land of Fashion Villages Gift Card ("Gift Card") spendable exclusively at each Reference Center and worth an amount varying on the basis of the winner's Level, with a minimum of €10.00, VAT exempt, (Fashion Lover Level) and a maximum of €40.00, VAT exempt, (Fashion Icon Level), as detailed below:

Palmanova Village:

- Fashion Lover Level = no. 696 "Palmanova Village" Gift Cards worth €10.00 each
- Fashion Victim Level = no. 548 "Palmanova Village" Gift Cards worth €20.00 each
- Fashion Icon Level = no. 448 "Palmanova Village" Gift Cards worth €40.00 each

Mantova Village

- Fashion Lover Level = no. 696 "Mantova Village" Gift Cards worth €10.00 each
- Fashion Victim Level = no. 548 "Mantova Village" Gift Cards worth €20.00 each
- Fashion Icon Level = no. 448 "Mantova Village" Gift Cards worth €40.00 each

Franciacorta Village:

- Fashion Lover Level = no. 696 Franciacorta Village Gift Cards worth €10.00 each
- Fashion Victim Level = no. 548 Franciacorta Village Gift Cards worth €20.00 each
- Fashion Icon Level = no. 448 Franciacorta Village Gift Cards worth €40.00 each

Valdichiana Village

- Fashion Lover Level = no. 696 "Valdichiana Village" Gift Cards worth €10.00 each
- Fashion Victim Level = no. 548 "Valdichiana Village" Gift Cards worth €20.00 each
- Fashion Icon Level = no. 448 "Valdichiana Village" Gift Cards worth €40.00 each

Puglia Village

- Fashion Lover Level = no. 696 "Puglia Village" Gift Cards worth €10.00 each
- Fashion Victim Level = no. 548 "Puglia Village" Gift Cards worth €20.00 each
- Fashion Icon Level = no. 448 "Puglia Village" Gift Cards worth €40.00 each

14. TOTAL VALUE OF PRIZES

The total value of the prize money is €179,200.00 (VAT exempt). The Promoters provide a suitable guarantee of said amount in favour of the Ministry for Business and Made in Italy.

15. WAIVER

The Promoters declare that they waive their right to reclaim withholding tax pursuant to Article 30, D.P.R. 600, 29/9/73, in favour of the winners.

16. PERFORMANCE AND GUARANTEES

In voluntarily registering for the Contest, a Participant implicitly declares that they have read and accept these regulations.

All winners in the Contest will be notified by email messages sent to the address specified during registration.

The prizes on offer are not convertible to cash and winners are not allowed to ask, with or without the addition of money, to receive alternative prizes, even of lower value.

In cases of supervening need only, the intended prize may be substituted at the discretion of the Promoters by different goods of a similar or higher value.

Prizes will be made available at the Info Point of the Reference Center within 180 days of the date of the win. Alternatively, the Winner may within 180 days of the date of the win ask the Reference Center to ship the prize to their residency address or domicile by sending an email to the respective address of the Reference Center: for Valdichiana Village to info@valdichianavillage.it, for Franciacorta Village to info@franciacortavillage.it, for Mantova Village to info@mantovavillage.it, for Puglia Village to info@pugliavillage.it and for Palmanova Village to info@palmanovavillage.it.

The Promoters will not be liable for failure to deliver prizes due to incorrect indication of addresses by winners.

As part of their communication and/or advertising operations in relation to the Contest, the Promoters may use winners' data in any format on any media without winners being able to claim a financial consideration, given that Participants have already agreed to such use.

A winner will forfeit their right to obtain the prize if their participation is not admissible under the provisions set forth in these Regulations.

Participants who have taken part in breach of the provisions of these regulations, including those who have, by way of example and without limitation, used software and digital devices capable of altering the participations, will be automatically excluded from the Contest. The Promoters, or the companies they engage to manage the contest, reserve the right to act within the terms deemed most appropriate and in accordance with current law to limit and inhibit any initiative designed to circumvent the system.

The Promoters accept no liability for problems of access, impairment, malfunction or difficulties regarding technical instruments, phone lines, cables, electronics, software and hardware, transmission and connection, Internet connection, including but not limited to malfunctioning of the servers used by the Promoters and/or delays in connection and data transmission that may prevent a competitor from participating.

Regarding notifications via email, the Promoters accept no liability should they not manage to contact a Participant because:

- the mailbox is full;
- the specified email address is incorrect, incomplete or appears on a blacklist;
- there is no response from the recipient's host on sending the email announcing the win;
- the mailbox is disabled.

Any complaint regarding the Contest must be addressed by the Participant to the Promoter of the Reference Centre where the purchase was made and with which they took part in the instant win mechanism, 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 during use of the prizes on offer or in connection with the scanning of the Card by the Points of Sale. By participating in the contest, winners indemnify the Promoters and declare them not liable for any problems or damages and/or injuries to people and/or things arising during use of the prizes on offer.

17. SUSPENSION OR EARLY TERMINATION OF THE INITIATIVE

The Promoters reserve the right to suspend or discontinue the Initiative prior to the date indicated in article 5 only in cases of force majeure in accordance with applicable law. Participants are to be informed of early termination or suspension with as much prior notice as possible or immediately after such suspension or termination. 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.

18. NO-PROFIT ORGANISATIONS

Should the prize money fail to be entirely claimed or assigned for reasons other than an express waiver, it will be donated to charity, also in the form of alternative goods or services of equal value, to: AIL – Associazione Italiana contro le Leucemie – linfomi and Mielomi ETS – Via Casilina 5 – 00182 – Rome – Tax Code 80139590154, a socially useful NPO.

19. PERSONAL DATA PROCESSING

In their capacity as autonomous data controllers with respect to the information and data that they acquire throughout the period of the Contest, the Promoters undertake to comply with regulations and obligations under current legislation on the protection of personal data (Legislative Decree 196/2003 and subsequent modifications and additions and Regulation (EU) 2016/679). To such end, they will provide Participants with a Privacy Notice, which Participants will declare they have read and understood before subscribing to the Initiative and as an essential condition thereof.