

OFFICIAL RULES OF THE ANTONY MORATO LOYALTY PROGRAM "THE CLUB"

Essedi SPA, with registered office at Via Tortona 37 – 20144 Milan (Italy) - VAT Number: 05151610960 - Tax Code: 05151610960 (hereinafter "Essedi", "Antony Morato" or "the Promoter") promotes and manages a loyalty program (hereinafter also referred to simply as "the Program"), which entitles all customers to obtain benefits redeemable at the Antony Morato stores listed below and online at the website <https://www.antonymorato.com> (hereinafter "the Website").

Recitals

The Promoter reserves the right to modify or supplement the content of the Program at any time by giving notice thereof through publication on the Website and/or at Antony Morato stores. Any such modifications and/or supplements shall be valid and effective starting from the publication of the updated version of these Official Rules on the Website.

Eligibility Period

Participation in the Program is available from **20/07/2026** to **31/12/2026**.

How to Register for the Program

To access the benefits provided by the Program, the customer must:

- Access the Website;
- Register in the reserved area by entering the required identification details, including: first and last name, date of birth, telephone number, and an active email address;
- (Optionally) provide the relevant consents for data processing;
- Confirm having read and accepted these Official Rules and the privacy policy on the processing of personal data.

Following their first login, the customer (hereinafter also "Member") will be considered registered in the Program (subject to confirmation of their email address via double opt-in if the registration occurred through a device present in stores participating in the initiative).

Alternatively to online registration, customers may also sign up for the Program at any participating Antony Morato single-brand store, including stores located within outlets, exclusively in Italy and Spain (all other stores in other countries are excluded), by filling out the appropriate digital form managed by store staff, through which the same identification data and consents mentioned above will be requested.

By registering for the Program, the participant must provide accurate and truthful personal data.

The Member will always be identified by their email address, customer key, or other data provided during registration. Therefore, for the purpose of identifying the customer, tracking purchases made, and awarding the respective points, the communication of valid and correct data is essential.

Each Member is entitled to only one Antony Morato account.

Consequently, the same participant is not permitted to register concurrently with multiple profiles/accounts to multiply the benefits of the Program. Any multiple registrations traceable to the same natural person (for example, by using different email addresses) will invalidate participation in the Program.

The Promoter further reserves the right to verify at any time the truthfulness, accuracy, and completeness of all data provided by the Member and, if necessary, to take appropriate legal action in the event of irregularities in the data or documentation submitted.

Personal data provided by the Member to join the Program will be processed in accordance with the privacy policy provided by the Data Controller pursuant to Article 13 of the GDPR upon activation of/registration for the Program. The Privacy Policy is available at <https://www.antonymorato.com/eu/privacy-policy/>

The same policy will also be available in other languages at the following links:

- **DE:** <https://www.antonymorato.com/de/privacy-policy/>
- **FR:** <https://www.antonymorato.com/fr/privacy-policy/>
- **ES:** <https://www.antonymorato.com/es/privacy-policy/>
- **IT:** <https://www.antonymorato.com/it/privacy-policy/>

Benefits for Program Members

By logging in with their registered email address before each online purchase, or by communicating their registered email address to the cashier before payment for purchases made at participating single-brand stores in Italy and Spain, or by showing their Antony Morato card associated with their registered email address on their digital wallet, or by providing other unique identification details (e.g., telephone number, last name, etc.) before payment, Members can accumulate points to qualify for various benefits and discount vouchers of different values based on the amount spent and, consequently, the tier reached, as described below.

Customers who do not declare, or who declare late (after the sales receipt has been issued), that they are registered in the Program will not be able to accumulate points for that purchase.

For the avoidance of doubt, purchases made at outlet stores will also allow Members to accumulate points and obtain the scheduled benefits.

Points will be awarded based on the following ratio: for every Euro (€1) spent, the Member will earn 1 point. Online purchases made in other currencies will be converted into Euros based on current exchange rates, which can be viewed on the website <https://www.antonymorato.com>

Occasionally, promotions featuring so-called "accelerator products" may be introduced. If purchased during a specified period, these products will entitle the Member to accumulate extra points, as indicated on the promotional flyer or on the product page on the Website.

All Members can access their reserved area on the Website to check their accumulated points, their current tier, and the benefits to which they are entitled.

TIER OVERVIEW

From 0 to 249 points – SILVER TIER

- Birthday discount
- Early access to sales
- Access to contests, sweepstakes, invitations to events, and more

From 250 to 749 points – GOLD TIER

- All Silver Tier benefits
- 10% discount

From 750 to 1,499 points – PLATINUM TIER

- All Gold Tier benefits
- 15% discount
- Free standard shipping
- New collection preview

From 1500 points and above – BLACK TIER

- All Platinum Tier benefits
- 20% discount
- Free express shipping
- Free returns
- Preview of exclusive products and Capsule Collections
- Priority access to customer service

Specific Terms Regarding Discounts

- Birthday Discount: On their birthday, the Member will receive a unique code via email equivalent to a 20% discount voucher. This voucher is single-use, non-transferable (valid only for the Member), and can be used either at Antony Morato stores or online on the Website within 30 days of receipt.
- Antony Morato Discounts: Upon reaching a specific tier, the Member will obtain a discount applicable to all subsequent purchases. This discount is personal (valid only for the Member) and can be used both at Antony Morato stores and online on the Website. The discount percentage will vary based on the tier reached. These discounts will be valid until 31/12/2027.
- Non-Cumulation: None of the discounts obtained through this Program can be combined with any other discounts or promotions offered in stores or online.

Shipping Terms

Shipping costs outside Europe are free of charge upon reaching a minimum order threshold, as detailed on the website <https://www.antonymorato.com/it/spedizioni/>.

Shipping fees and delivery methods are also available in other languages at the following links:

- **IT:** <https://www.antonymorato.com/it/spedizioni/>
- **DE:** <https://www.antonymorato.com/de/versand/>
- **FR:** <https://www.antonymorato.com/fr/livraison/>
- **ES:** <https://www.antonymorato.com/es/envios/>

Points Management

The total number of accumulated points (credited and activated) by the Member will be constantly updated and will depend on the number and value of each purchase made from the registration date throughout the Validity Period of the Program.

Points will be credited within 48 hours of purchase.

- Points earned from in-store purchases will become active immediately upon being credited.
- Points earned from online purchases will be activated only after 30 days have elapsed from the date of purchase or from the exchange of the purchased items.

In the event of a return of goods purchased at a physical store, the corresponding points will not be deducted. Instead, the customer will receive a voucher of equal value to the returned goods to be used for a subsequent purchase; this voucher will not contribute to the accumulation of new points. Should the value of the subsequent purchase made using the voucher exceed the value of the voucher itself, points will be credited only for the additional amount paid. Conversely, points will be deducted if, as an alternative to issuing a voucher, the customer receives a cash/card refund equal to the value of the returned goods.

In the event of a return and refund of goods purchased online, the corresponding points will be deducted.

Additional Methods of Point Accumulation

The Promoter, without prejudice to the rights of the general membership, reserves the right to offer additional benefits for extended or limited periods.

During the Validity Period of the Program, new methods may be activated through which Members can accumulate additional points. Members who perform the required action within the designated month will be awarded the corresponding points in that same month.

The required action will always consist of a simple task, such as: completing a survey, logging in via social media, creating a wishlist, accepting the rules of an initiative, completing profile data (date of birth, mobile number, etc.), or registering on the e-commerce website (even after registering in-store).

Full details regarding new point-accumulation methods and the number of points available will be communicated to Members via specific notices on the Website, in stores, and/or via direct communication.

Program Participation Details

Participation in this Program is voluntary and free of charge.

The Promoter reserves the right to carry out all necessary verifications and inquiries to monitor correct participation in the Program and to investigate suspected cases of rule violations, abuse, or fraud in the accumulation and/or use of points.

During the Program, the Promoter reserves the right to verify transactions retroactively, adjust accumulated points, and verify compliance with promotional rules and point allocation policies.

Participants who, in the sole judgment of the Promoter or third parties appointed by it, participate using means and tools deemed suspicious, fraudulent, or in violation of the normal execution of the Program will be disqualified.

Unsubscribing from the Program

Members may unsubscribe from the Program at any time via:

- The link in the footer of all email communications relating to the Program;
- The reserved area on the website <https://www.antonymorato.com>;
- An email sent to privacy@antonymorato.it.

Upon unsubscribing, the customer will receive a confirmation email. In the event of unsubscription, the customer will immediately forfeit all accumulated points and benefits. The customer may register again at any time, but any previously accumulated points and benefits will be permanently lost, and the customer must start over from zero.

Governing Law and Jurisdiction

For any dispute arising from the Program, the parties submit to the jurisdiction of the competent courts in accordance with applicable consumer protection laws and regulations.