

**Terms and Conditions  
for participation in HUGO BOSS EXPERIENCE**

**HONG KONG**

**(As of: 31 March 2020)**

**1. Participation in HUGO BOSS EXPERIENCE and scope of application**

- 1.1** HUGO BOSS AG, Holy-Allee 3, D-72555 Metzingen, Germany (hereinafter "**HUGO BOSS**" or "**we**") operates the customer loyalty programme HUGO BOSS EXPERIENCE (hereinafter "**Customer Loyalty Programme**"). In order to be able to participate in HUGO BOSS EXPERIENCE, the customer must accept the following Terms and Conditions (hereinafter "**Terms and Conditions**") in the course of the registration process.
- 1.2** HUGO BOSS, as controller of the Customer Loyalty Programme, is represented by the companies affiliated to HUGO BOSS as set out in the Privacy Policy for participation in HUGO BOSS EXPERIENCE.
- 1.3** Any natural person over the age of 18 and resident in in P.R. China, Hong Kong Special Administrative Region (hereinafter "**Hong Kong**"), Macau Special Administrative Region (hereinafter "**Macau**") and Taiwan (jointly hereinafter referred to as "**Greater China**") may participate in the Customer Loyalty Programme.
- 1.4** Participation is free of charge.
- 1.5** HUGO BOSS provides all Customer Loyalty Programme services, offers and content (hereinafter "**Benefits**") exclusively on the basis of these Terms and Conditions and solely in participating retail stores. Participating retail stores in the Customer Loyalty Programme are all stores located in the European Union, Norway, Switzerland, Greater China, Australia, Singapore, Malaysia, United Arab Emirates, Qatar, Canada, Mexico and Brazil which are operated by HUGO BOSS or companies associated with HUGO BOSS (hereinafter "**Retail Stores**"). An overview of the current participating Retail Stores can be found in the HUGO BOSS Store Locator on the HUGO BOSS Website ([www.hugoboss.com](http://www.hugoboss.com), hereinafter "**Website**"). The HUGO BOSS Online Store available via the Website also participates in the Customer Loyalty Programme (hereinafter "**Online Store**").

- 1.6** Providing our contractual services of the Customer Loyalty Programme requires a cross-border data transfer of Personal Master Data, Participant Data and Transaction Data as defined and stipulated in the Privacy Policy for participation in HUGO BOSS EXPERIENCE to the Retail Stores as well as to our Customer Care department in P.R. China.
- 1.7** The customer may register for the Customer Loyalty Programme by either filling in a datasheet with the required mandatory information and signing this datasheet in case of a paper-based registration in Retail Stores or by filling in the digital application form with the required mandatory information and signing the digital application form in case of a digital registration in Retail Stores. Alternatively, the customer may register for the Customer Loyalty Programme via the HUGO BOSS mini program on the social media platform “WeChat” (hereinafter “**WeChat HUGO BOSS mini program**”) to create a WeChat HUGO BOSS mini program customer account (hereinafter “**WeChat HUGO BOSS mini program customer account**”). Furthermore, the customer may register for the Customer Loyalty Programme online on the Website by creating a My HUGO BOSS customer account. Therefore, the customer has to fill in the application form with the required mandatory information and click the button “create account”. In order to confirm the online registration for the Customer Loyalty Programme, the customer has to confirm a double opt-in email, which is send out automatically after clicking the button “create account”.
- 1.8** The customer becomes a participant (hereinafter “**Participant**”) in the Customer Loyalty Programme by signing the filled in datasheet/digital application form in a Retail Store or by sending (social media platform) the filled in application form via the WeChat HUGO BOSS mini program or by confirming the double opt-in when registering online via the Website and HUGO BOSS accepts customer’s application. In the event of registration in the Retail Stores or an online registration, the Participant receives a digital welcome package as well as a personal Customer ID by message or email via one of the provided communication channels. You can find detailed information about the Customer ID in Section 3.
- 1.9** In the event of registration, the Participant will receive a digital welcome package by message or email. The welcome package sent by HUGO BOSS to the Participant constitutes the conclusion of a legally binding contract between the Participant and HUGO BOSS. Please note that there is no legal entitlement to acceptance for participation in the Customer Loyalty Programme. HUGO BOSS reserves the right to refuse the application to participation in the Customer Loyalty Programme without providing any reason.

## **2. Benefits**

As a Participant, you will have access to the Benefits described below:

### **2.1 Personal shopping**

Participants can exclusively use our personal shopping service in Retail Stores. This service includes individual shopping advice provided by personal sales advisors and exclusive personal shopping appointments in Retail Stores offering a top-level personalised advice based on the information stored in our customer database.

### **2.2 Customer hotline**

HUGO BOSS also provides Participants with an exclusive HUGO BOSS EXPERIENCE customer hotline.

### **2.3 Alterations service**

As a Participant, you can take advantage of the alterations service in all Retail Stores for purchases made in these Retail Stores and in the Online Store. The store specialists will assist in measuring and assessing the ideal fit for you with your new HUGO BOSS products. One standard alteration (minor trouser length or sleeve adjustment) per single men's and/or women's suiting (i.e. formal jackets, trousers, skirts & dresses available of the same fabric) purchased at full price will be performed free of charge. Please note that products altered to your specification cannot be exchanged (Section 2.4).

### **2.4 Exchanges**

All your purchases made in Retail Stores while identifying as a Participant can be seen in our system. Therefore, we can offer you in these countries the benefit of exchanging goods without the respective receipt. Please note that you need to comply with the conditions as set out on the receipt (e.g. return period). However, exchanges of goods may be processed only country specific, e.g. purchases from Hong Kong may be exchanged only in Hong Kong.

### **2.5 Personalised information and invitations**

On the basis of the information stored in our customer database, we offer you personalised news, product recommendations and other information as well as invitations to special promotions and events, in each case individually tailored to

your personal preferences. We will also keep you up to date on the latest HUGO BOSS collections, fashion shows, sports events and other events.

## 2.6 WeChat HUGO BOSS mini program customer account and My HUGO BOSS customer account

All Participants who register for the Customer Loyalty Programme also receive access to the WeChat HUGO BOSS mini program as well as to the My HUGO BOSS customer account in the Online Store (hereinafter jointly referred to as “**Customer Account**”) with additional functions and offers tailored to the Participant’s individual interests. Participants who register for the Customer Loyalty Programme in Retail Stores and who want to use the functionalities of the Customer Accounts must either bind their personal WeChat HUGO BOSS mini program customer account separately by joining the WeChat HUGO BOSS mini program or initialise their personal My HUGO BOSS customer account by entering a password on the Website.

In your Customer Account, you can manage your **Personal Master Data** and select your preferred **communication channels** for personalised information and invitations from HUGO BOSS.

If you have provided a communication permission, you will receive marketing communication and invitations to special **promotions**, which are individually tailored to your interests.

The Customer Account also offers you an overview of your **purchase history** in Retail Stores.

So that we can tailor your advice and the information sent to you as closely as possible to your personal interests, you can also create and manage **preferences** for specific HUGO BOSS brands as well as for sizes and interests in your Customer Account. In your WeChat HUGO BOSS mini program customer account you can also save and manage your **preferred Retail Store**. We use this information together with the information collected by us about your use of the WeChat HUGO BOSS mini program customer account so that we can personalise and tailor the configuration of your WeChat HUGO BOSS mini program customer account.

Additionally to the functions described above, the My HUGO BOSS customer account offers you an overview of your **purchase history** in the Online Store and you will also have a “**buy it again**” **function** when shopping online. Furthermore, you can also create and manage **wish lists** in your

My HUGO BOSS customer account which enable you to save HUGO BOSS products for a subsequent visit to the Online Store. You can also save **delivery addresses** in your My HUGO BOSS customer account and use this data for your orders in the Online Store. Once you have logged into your Customer Account, information required for the order process in the Online Store will be entered automatically on the basis of the information saved in your Customer Account in order to make the Online Store order process as convenient as possible.

### **3. Customer ID**

- 3.1 Participants receive their personal HUGO BOSS EXPERIENCE Customer ID (hereinafter “**Customer ID**”) via the preferred communication channel provided communication permission is given. Alternatively, the Participant can either view the individual Customer ID in his or her Customer Account or may create a mobile digital member card by joining the WeChat HUGO BOSS mini program.
- 3.2 The Customer ID is personalised and not transferrable.

### **4. Notice of termination and termination**

- 4.1 The Participant may terminate his or her participation in the Customer Loyalty Programme at any time without observing a notice period by written notification sent to HUGO BOSS at the address stated in Section 1.1 or in text form by email to [experience-hk@hugoboss.com](mailto:experience-hk@hugoboss.com).
- 4.2 HUGO BOSS may terminate the participation in the Customer Loyalty Programme at any time observing a notice period of 14 days. Rights of termination for good cause remain unaffected.

### **5. Changes in range of services and Terms and Conditions**

- 5.1 HUGO BOSS reserves the right to change or discontinue the scope or details of free services offered or to offer them for a fee in future. In so doing, HUGO BOSS will take the Participant’s justified interests into account.
- 5.2 HUGO BOSS reserves the right to change or amend these Terms and Conditions with future effect, particularly where statutory provisions so require or where this is necessary for improving processes or preventing abuse.
- 5.3 HUGO BOSS will notify the Participant of the change in each case described under Section 5.1 and 5.2 by message or email via one of the provided communication channels.

**5.4** The changes shall be deemed to have been accepted if the Participant does not submit any objection to HUGO BOSS within 6 weeks of receiving the notification or the Participant continues to use his or her Customer Account after expiry of this period. In the case of any individual change in these Terms and Conditions, HUGO BOSS will inform the Participant of the aforementioned right of objection and of the aforementioned consequences of failing to submit an objection. In the event of the Participant's objection, the contract will continue under the current conditions. HUGO BOSS is entitled, however, to terminate the participation in the Customer Loyalty Programme with immediate effect and excluding all damages claims.

## **6. Customer service**

For enquiries about the Customer Loyalty Programme, please contact [experience-hk@hugoboss.com](mailto:experience-hk@hugoboss.com) or the HUGO BOSS EXPERIENCE customer hotline.