

# HUGO BOSS

## TERMS AND CONDITIONS FOR ALWAYS-ON BENEFITS, HUGO BOSS XP (Germany)

**Effective as from November 13<sup>th</sup>, 2024**

The Membership Programme offers different levels, with specific benefits associated, defined and regularly updated [here](#). Each new Participant starts at the first level once registration is validated and may reach the next level by meeting the corresponding threshold, when purchasing HUGO or BOSS products and/ or when completing activities qualifying for next level:

Every existing HUGO BOSS Experience Member will be placed into the respective Level based on their purchase history (excluding returns) during the last 12 months, considering the email address associated with hugoboss.com, APP, or In-store purchases.

### 1 LEVEL DESCRIPTION

**Level 1** is the level Participants are at the time of validated registration and the level for all Participants who have earned up to 499 points since valid registration.

**Level 2** is reached by Participants who have accumulated between 500 and 2499 points.

**Level 3** is reached by Participants who have accumulated between 2500 and 9999 points.

**Level 4** is reached by Participants who have accumulated 10,000 points and more.

Each Participant can accumulate points when purchasing a HUGO or BOSS product (except whilst using or purchasing gift cards)

1 point = 1 EURO spent for HUGO or BOSS products purchased in a Participating Store in the Territory and in participating countries (list of stores can be found on [hugoboss.com/stores](https://hugoboss.com/stores) by using the filter "HUGO BOSS XP").

If the purchased value includes a decimal, the value will be rounded down to the nearest whole value, i.e a €499.55 purchase will give 499 points.

## **2 REACHING A NEW LEVEL WHEN PURCHASING**

Any time a Participant purchases a HUGO or BOSS product online on [www.hugoboss.com/de](http://www.hugoboss.com/de) or in a Participating Store in participating countries, its value will be taken into consideration and converted in points if the Participant has first provided a valid membership identification (email address or Member ID) at the cash desk in a Participating Store or logged into his/her account on the Website or App. The corresponding points shall be credited after the end of the applicable return period.

Purchases made without providing a valid membership identification in a Participating Store or being logged into the account on the Website or App cannot retrospectively be credited for points. Purchases of HUGO and/or BOSS products at stores other than Participating Stores shall not generate new points.

No purchase made by a Participant before his/her registration was confirmed shall be taken into consideration to qualify for new points. The purchase value qualifying for new points is personal and cannot be transferred between Participants. Qualifying value cannot be exchanged for cash.

## **3 LEVEL REQUALIFICATION**

If a Participant has reached the level 2, 3 or 4 and does not purchase the minimum value associated to this respective level during the current requalification period, the Participant may be downgraded to the next level down, regardless of the number of points accumulated by this date.

The requalification period starts on the date the Participant reached a new level and ends 24 months later, always at the end of the month. The Participant will receive an e-mail informing about potential downgrade before this becomes effective. Purchases effective after Participant's last level entry will count towards requalification Level. The new requalification period will start on the exact date of that level upgrade and end 24 months later, always at the end of the month.

## **4 BENEFITS**

Each level will give access to specific offer, advantages or services (hereinafter "Benefits") for Participants who have reached the respective level. Depending on their nature, the access to some Benefits and/or their redemption may require a living address in the Territory and /or the downloading of the App and specific consent. Prior consent to

receive newsletters and marketing communications is required to receive certain Benefits and rewards, if delivered by email.

All Benefits and conditions to get access to them shall be described [here](#) and/or through additional Membership Programme communications.

Some Benefits may be available while supplies last and may be subject to change, limitations, and/or may be replaced by different Benefits, at HUGO BOSS' discretion without notice. Any change shall be communicated [here](#).

The Participant shall receive a surprise gift for his/her birthday if birthdate and consent for receiving email were given by the Participant, while stocks last. The date of birthday must have been communicated by the Participant at least 30 days before it takes place in order to receive the e-mail with voucher to redeem the gift on time.

## **4.1 Benefits - Level 1**

### **4.1.1 Special Promotions and Early Access to Sales**

Various promotions and discount campaigns are offered throughout the year **only for HUGO BOSS XP members** in the Online Store and/or in Participating Stores. Prior consent to receive newsletters and marketing communications is required in order to receive any vouchers awarded.

### **4.1.2 Returns without receipt**

All purchases made in Retail Stores while identifying as a Participant at the cash desks can be seen in the cash desk system. Therefore, when applicable, we can offer the benefit of exchanging new, unworn goods without the respective receipt in Participating Stores.

### **4.1.3 Personal Styling**

Participants can use the Personal Styling Service digitally and in Participating Stores. This service may include individual shopping advice provided by personal sales advisors and exclusive personal shopping appointments in Participating Stores offering a top-level personalised shopping experience.

### **4.1.4 Birthday Surprise**

The Participant shall receive a surprise voucher for his/her birthday if birthdate and consent for receiving e-mail newsletter were given by the Participant, while stocks last. The date of

birth must have been communicated by the Participant at least 30 days before it takes place in order to receive the e-mail with voucher to redeem the voucher on time.

#### **4.1.5 One Free Standard Alteration Service**

The Participant can take advantage of the alteration service in Participating Stores subject to applicable service hours or availability (Please find the list of participating stores on [www.hugoboss.com/de/stores](http://www.hugoboss.com/de/stores) by using the filter "HUGO BOSS XP". The service is not available in our Outlets). The store specialists will assist in measuring and assessing the ideal fit for the Participant. One basic standard alteration (minor trouser length) per single men's and/or women's suiting, chino or jeans, purchased at full price will be performed free of charge for the Participant per year. Please note that products altered to personal specification cannot be returned or exchanged.

#### **4.1.6 Access to tokens**

Tokens are exclusive digital collectibles in the HUGO BOSS App that Participants can collect in order to gain access to additional rewards (experiences, products or special offers). Downloading the HUGO BOSS App is necessary to claim the tokens. Tokens can be collected (usually referred within the programme as "Unlocked") upon meeting certain engagement criteria, for example visiting stores or purchasing from a specific collection.

From time to time, HUGO BOSS may, in its sole discretion, offer opportunities to Participants to get the chance to collect different Tokens that may grant access to specific rewards. Some Tokens referred as "Prime Tokens", are available only for Participants on Level 2 and above.

Certain rewards will be conditional upon Participant agreeing to separate terms and conditions applicable to that reward which will be made available to Participants when redeeming that reward.

In addition, specific actions shall be offered from time to time for all Participants. Once conditions are fulfilled by a Participant, the corresponding token shall be unlocked to get a specific reward. Specific terms and conditions apply to each token and information shall be given on the relevant places in the App at the time the specific action starts.

New tokens may be created at HUGO BOSS' discretion. Specific rewards (whether products or experiences) are available while supplies last and may be subject to change, discontinuance, limitations, and substitutions by HUGO BOSS, at its discretion without notice.

## **4.2 Benefits – Level 2 (in addition to Benefits available for Level 1)**

### **4.2.1 Two Basic Standard Alterations for free**

The Participant can take advantage of two basic standard (minor trouser length) per single men's and/or women's suiting, chino or jeans, purchased at full price will be performed free of charge for the Participant per year. Two alterations per year per participant will be performed free of charge in participating stores subject to applicable service hours or availability (Please find the list of participating stores on [www.hugoboss.com/de/stores](http://www.hugoboss.com/de/stores) by using the filter "HUGO BOSS XP". The service is not available in our Outlets). The store specialists will assist in measuring and assessing the ideal fit for the Participant with new HUGO BOSS products. Please note that products altered to personal specification cannot be returned or exchanged.

### **4.2.2 Repair Service**

Once a year the Participant can take the advantage of one free Repair Service (following repair services are available: buttons, zips, laces and straps, no shoe repair service) on his/her already purchased BOSS product within 5 years from date of purchase, not beyond. Conditions and repair times available in the Store when the Product to be repaired is handed over by the Participant. Please find the list of participating stores on [www.hugoboss.com/de/stores](http://www.hugoboss.com/de/stores) by using the filter "HUGO BOSS XP". The service is not available in our Outlets.

### **4.2.3 VIP Hospitality**

The Participant has the chance to enjoy a special VIP hospitality when visiting the participating stores (such as available refreshments, water, coffee and at some occasions offer of pralines). Service not available in Outlets.

## **4.3 Benefits – Level 3 (in addition to Benefits available for Levels 1 and 2)**

### **4.3.1 Birthday Gift**

The Participant shall receive a surprise gift for his/her birthday if birthdate and consent for receiving e-mail newsletter were given by the Participant, while stocks last. The date of birth must have been communicated by the Participant at least 30 days before it takes place in order to receive the e-mail with voucher to redeem the gift in the selected store stated on the voucher on time.

#### **4.3.2 Two Repair Service**

Twice a year the Participant can take advantage of the free Repair Services (following repair services are available : following repair services are available. buttons, zips, laces and straps - no shoe repair service) on his/her already purchased BOSS products within 5 years from date of purchase, not beyond. Conditions and repair times available in the Store when the Product to be repaired is handed over by the Participant. Please find the list of participating stores on [www.hugoboss.com/de/stores](http://www.hugoboss.com/de/stores) by using the filter "HUGO BOSS XP". The service is not available in our Outlets.

#### **4.3.3 Special Events**

Throughout the year, HUGO BOSS may organise events. Only Participants who have reached the Levels 3 and 4 may be eligible to be invited to our Special Events.

#### **4.3.4 Unlimited Alterations**

The Participant can take advantage of the alterations service in Participating Retail Stores subject to applicable service hours or availability (List of participating stores is available on [www.hugoboss.com/de/stores](http://www.hugoboss.com/de/stores) by using the filter "HUGO BOSS XP", the service is not available in Outlets). The store specialists will assist in measuring and assessing the ideal fit for the Participant. Basic standard alterations (i.e. minor trouser length or sleeve adjustment) for each of the products purchased at full price will be performed free of charge for the Participant. Please note that products altered to personal specification cannot be exchanged.

#### **4.3.5 Free express shipping**

The Participant shall receive a voucher for by e-mail free express shipping when purchasing in the Online Store (Website or App). The code included in the voucher shall be entered by the Participant for each purchase in the Online Store at the order checkout page (more details shall be provided with the voucher – exclusions mentioned in the Terms and Conditions of Sale available on the Online Store also apply here).

#### **4.3.6 Priority Customer Service**

Once the Participant reaches this level, he/she shall be provided with a specific email address to contact our Customer Service department for specific requests and/or priority assistance.

#### **4.3.7 Exclusive Products**

The Participant will be informed per email and have the opportunity to purchase exclusive, high valued products in limited edition. Those products shall not be available for customers who have not reached this level.

### **4.4 Benefits – Level 4 (in addition to Benefits available for Levels 1, 2 and 3)**

#### **4.4.1 Exclusive Birthday Gift**

The Participant shall receive a surprise birthday gift to be redeemed in a selected store stated on the voucher in the e-mail, while stocks last. The consent for e-mail newsletter and the date of birth must have been communicated by the Participant at least 30 days before it takes place in order to receive the e-mail with voucher to redeem the gift in the selected store stated on the voucher on time.

#### **4.4.2 Unlimited Repair Service**

The Participant can take the advantage of free Repair Services (available repair services are the following services: buttons, zips, laces, straps - no shoe repair service) on his/her already purchased BOSS products, service can be performed within 5 years after date of purchase, not beyond. Conditions and repair times shall be given in the Store when the Product to be repaired is handed over by the Participant. Please find the list of participating stores on [www.hugoboss.com/de/stores](http://www.hugoboss.com/de/stores) by using the filter "HUGO BOSS XP". The service is not available in our Outlets.

#### **4.4.3 Global Top Member Events**

Throughout the year, HUGO BOSS organises very selective events. Only Participants who have reached the Level 4 shall have the possibility to receive special invitations for the Top Member Events. Entry to those events is only available to the Participants receiving the personal invitation (special events may be fashion shows, sports events, launch events or experiences organised by or with HUGO BOSS).

#### **4.4.4 Global Concierge**

The Participant can reach out to our HUGO BOSS CONCIERGE service twice for personal assistance for services such as restaurant or travel booking, hospitality or meetings Assistance. Once this qualifying level has been reached, the Participant will receive all the necessary information in the HUGO BOSS XP App. The Participant will be invited to register for the HUGO BOSS CONCIERGE APP or receive the Email Address of the Concierge Team

to access the service by Email. The dedicated email address and the registration link to reach the Concierge Service will be shared with the Participant at the time this level is reached. All applicable conditions are available in the HUGO BOSS App. The HUGO BOSS CONCIERGE APP to chat directly with the Concierge Team is available on Apple Store and Google Play Store. Dedicated Links will be shared with the Participant after registration for the service.

## **5 CUSTOMER SERVICE**

For enquiries about the Membership Programme, please contact [service-de@hugoboss.com](mailto:service-de@hugoboss.com).