

HUGO BOSS

TERMS AND CONDITIONS FOR ALWAYS-ON BENEFITS, HUGO BOSS XP (United Kingdom)

Effective as from June 10th, 2024

The Membership Programme offers different levels, with specific benefits associated, defined and regularly updated. 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 GBP spent for HUGO or BOSS products purchased in a Participating Store (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 in a participating Retail Store ([HUGO BOSS Store Locator – your store locator worldwide](#), use the filter “HUGO BOSS XP”) hereafter referred as “**Participating Store**” in the Territory, 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 official HUGO BOSS Website (www.hugoboss.com/uk) or official HUGO BOSS App for UK (hereafter referred as “**Online Store**”, “**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 at the end of the month.

4 BENEFITS

Depending on their nature, the access to some services and/or granting of certain benefits and/or their redemption may require a living address in the Territory and /or the downloading of the App and specific consent as described below and here. Prior consent to receive newsletters and marketing communications is required in order to receive certain benefits and rewards.

4.1 My HUGO BOSS customer account

All Participants who register for the Membership Programme also receive access to the exclusive My HUGO BOSS customer account (hereinafter “**Customer Account**”) in the Online Store. Participants who register for the Membership Programme in Participating Stores and who want to use the online functionality of the Membership Programme must initialise their personal Customer Account separately described as follows. After registering, they will receive an e-mail including a link to set up a password for the Online Customer Account. The Customer Account has additional functions and offers tailored to the Participant's individual interests Including:

- Possibility to change and manage the **personal master data** and select the preferred **communication channels** for personalised information and invitations from HUGO BOSS.
- Create and manage **wish lists** in the Customer Account which enables to save favourite products for a subsequent visit to the Online Store.
- Automatically **pre-selecting the size** in the Online Store, which has been saved in the Customer Account to make the shopping as convenient as possible for the Participant.
- Notifications via the Customer Account from a selected Retail Store or Online Store about the **availability of selected products** in the preferred size.
- Notifications of **new promotions and further benefits** and the opportunity to participate in promotions via the Customer Account
- **Save delivery addresses** and use this data for orders in the Online Store. The required information for the order process in the Online Store will be entered automatically - after login into the Customer Account - based on the information saved in the Customer Account in order to make the Online Store order process as convenient as possible.
- **Save credit card payment information** in order to facilitate credit card payments when shopping online. A credit card token connected to the delivery address will be saved in the Customer Account if the Participant wish to use this payment function.

- The Customer Account also offers an overview of the Participants' **purchase history** in Participating Stores. Furthermore, it is possible to track the processing and delivery status of online purchases.

4.2 Benefits - Level 1

4.2.1 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.

4.2.2 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.

4.2.3 One Free Standard Alteration Service

The Participant can take advantage of the alteration service in Participating Stores subject to applicable service hours or availability. The store specialists will assist in measuring and assessing the ideal fit for the Participant. One basic standard alteration (i.e., minor trouser length or sleeve adjustment) per single men's and/or women's suiting (i.e. formal jackets, trousers, skirts and dresses available of the same fabric) purchased at full price will be performed free of charge. Please note that products altered to personal specification cannot be exchanged.

4.2.4 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.

4.2.5 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.

4.2.6 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.

4.3 Benefits – Level 2 (in addition to Benefits available for Level 1)

4.3.1 Two Basic Standard Alterations for free

Two basic standard alterations (i.e., minor trouser length or sleeve adjustment) for products purchased at full price will be performed free of charge for the Participant per year. The store specialists will assist in measuring and assessing the ideal fit for the Participant with new HUGO BOSS products. Two basic standard alterations (i.e. minor trouser length or sleeve adjustment) for products 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 exchanged.

4.3.2 VIP Hospitality

The Participant has the chance to enjoy a special VIP hospitality in selected stores (such as available refreshments, water, coffee and special XP pralines as a gift).

4.3.3 Repair and Re-Wear Service

The Participant is entitled for one free Repair & Re-Wear Services (may be button replacement, zip replacement and seam repair – no shoe service) on his/her already purchased BOSS products that are within 5 years of the purchase date in the following participating Stores: London Sloane Square, Liverpool, London Regent Street, London New Bond Street, Manchester, London Oxford Street. Conditions and repair times shall be given in the Store when the Product to be repaired is handed over by the Participant.

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

4.4.1 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 in the Online Store also apply here).

4.4.2 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.

4.4.3 Unlimited Alterations

The Participant can take advantage of the alterations service within the next four weeks following the purchase of BOSS or HUGO products in Participating Retail Stores subject to applicable service hours or availability. The store specialists will assist in measuring and assessing the ideal fit for the Participant. One 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. This benefit is personal and can only be enjoyed

by the Participant if they are the person who purchased the product on their account. Please note that products altered to personal specification cannot be exchanged.

4.4.4 Repair & Re-Wear Service

The Participant is entitled for two free Repair & Re-Wear Services (may be button replacement, zip replacement and seam repair – no shoe service) on his/her already purchased BOSS products that are within 5 years of the purchase date in the following participating Stores: London Sloane Square, Liverpool, London Regent Street, London New Bond Street, Manchester, London Oxford Street. Conditions and repair times shall be given in the Store when the Product to be repaired is handed over by the Participant.

4.4.5 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.

4.4.6 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.

4.4.7 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.

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

4.5.1 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.

4.5.2 Unlimited Repair and Re-Wear Service

The Participant is entitled to get free Repair & Re-Wear Services (may be button replacement, zip replacement and seam repair – no shoe service) on his/her already purchased BOSS products (that are within 5 years of the purchase date in the following participating Stores: London Sloane Square, Liverpool, London Regent Street, London New Bond Street, Manchester, London Oxford Street. Conditions and repair times shall be given in the Store when the Product to be repaired is handed over by the Participant.

4.5.3 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).

4.5.4 Global Concierge

The Participant may reach out to Priority Customer Service twice for personal assistance for services such as restaurant or travel booking, hospitality or meetings Assistance. Applicable conditions and specific contact details and email address to reach the Concierge Service will be shared with the Participant once this level is reached. All applicable conditions are available in the App.

5 CUSTOMER SERVICE

For enquiries about the Membership Programme, please contact service-uk@hugoboss.com.