

# HUGO BOSS

## TERMS AND CONDITIONS FOR BOSS BODYWEAR TOKEN, HUGO BOSS XP (Germany)

**Effective as from February 18<sup>th</sup>, 2025**

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 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 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/de/en](http://www.hugoboss.com/de/en)) or official HUGO BOSS App for Germany (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 BOSS BODYWEAR

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 BOSS BODYWEAR TOKEN

As from February 18th, 2025 (00:01am) until May 29th, 2025 (23:59pm) ("Promotion Period"), each Member purchasing three items from the BOSS Bodywear Collection Online or in a participating BOSS store or Outlet in participating countries (HUGO BOSS Store Locator – your store locator worldwide, use the filter "HUGO BOSS XP") may unlock the

BOSS BODYWEAR token and shall get the opportunity to pick up a reward in a participating stationary store while stock lasts.

Downloading the HUGO BOSS App is necessary to claim the BOSS BODYWEAR token. The Member must first provide a valid membership identification (email address or Member ID) at the cash desk before finalising the purchase or log in into the Account online before finalising the purchase of the items from the BOSS BODYWEAR Collection to claim the token.

Reward:

- BOSS WASHBAG (RRP: 50,00 EUR - hereinafter "the Reward")

The Member shall receive an EAN Voucher Code in the App for pick up the Reward within 3 months in a participating BOSS store or Outlet in participating countries ([HUGO BOSS Store Locator – your store locator worldwide](#), use the filter "HUGO BOSS XP"). No Reward shall be available in shop-in shop and/or in stores in airports. No Reward shall be sent by post to the Member, even if the purchase was made online.

The Reward may be only claimed once by the Member and is not inheritable, for sale, and may not be transferred, exchanged and/or redeemed for cash. Rewards will be available while stock lasts. This Token is not open to employees of HUGO BOSS AG and affiliates of the HUGO BOSS Group.

## **4.2 BOSS BODYWEAR VOUCHER**

The Member shall receive an EAN Voucher Code in the App for pick up the Reward within 3 months in a participating BOSS store or Outlet in participating countries (HUGO BOSS Store Locator – your store locator worldwide, use the filter “HUGO BOSS XP” ). No Reward shall be available in shop-in shop and/or in stores in airports. No Reward shall be sent by post to the Member, even if the purchase was made online.

The Reward may be only claimed once by the Member and is not inheritable, for sale, and may not be transferred, exchanged and/or redeemed for cash. Rewards will be available while stock lasts. Employees are excluded from getting this voucher. Issued by HUGO BOSS AG, Holy-Allee 3, 72555 Metzingen, Germany.

## **5 CUSTOMER SERVICE**

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