

HUGO BOSS

TERMS AND CONDITIONS FOR BECKHAM x BOSS TOKEN, HUGO BOSS XP (United Kingdom)

Effective as from April 30th, 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 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 BECKHAM BOSS

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 BECKHAM x BOSS TOKEN

As from April 30th, 2025 (00:01am) until July 31st, 2025 (23:59pm) ("Promotion Period"), each Member purchasing two items from the BECKHAM x BOSS Collection 1.0 in one single transaction in the Online Store (UK, Germany and France) or in a BOSS store or Outlet in participating countries ([HUGO BOSS Store Locator – your store locator worldwide](#), use the filter "HUGO BOSS XP") may unlock the BECKHAM x BOSS token and shall get the opportunity to enter a draw, taking place on August 6th, 2025. Each Member may unlock only one BECKHAM x BOSS token during the Promotion Period.

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

To take part to draw, Members shall be requested - after their purchase - to click on the "Enter the draw" button in the BECKHAM x BOSS token in the App and enter all the necessary information in the draw entry form. By clicking on the "Submit" button, members accept these Terms and Conditions.

From all valid entries, 1 winner will be drawn for the following prize on August 6th, 2025 using a web-based random generator:

FASHION SHOW EXPERIENCE WITH STYLING SESSION, Milan for the winner and the accompanying person of their choice (both over 18)

- The Experience will be during the Fashion Week Milan (September 23rd-29th, 2025). The fix date and all the details will be shared one month in advance.
- 2 (two) nights' accommodation in a double room incl. breakfast in a 4* or 5* hotel in Milan chosen at the sole discretion of HUGO BOSS

- 2 (two) Economy-class return flights from UK or Germany or FR to Milan Airport
- 2 (two) tickets for the BOSS FASHION SHOW in Milan
- 2 (two) airport shuttles, one (1) from Milan airport to the hotel booked by HUGO BOSS and one (1) back from the hotel to the airport in Milan
- Shuttle service for HUGO BOSS organized Events in Milan
- store visit to BOSS STORE Milan including styling session of the BECKHAM x BOSS Collection 2.0 (max. value of the look 1.000,00€)

Value of the prize: 2790 GBP

From all valid entries, 3 winners will be drawn for the following prize on August 6th, 2025 using a web-based random generator:

STYLING EXPERIENCE WITH BECKHAM x BOSS Collection 2.0 ON SEPTEMBER 13th, 2025 (the whole experience will take place from September 12th to 14th, 2025)

- customer be a resident of UK the experience take place in BOSS STORE, London Regent Street, United Kingdom
- for customer be a resident of Germany the experience take place in BOSS STORE, Düsseldorf, Germany
- for customer be a resident of France the experience take place in BOSS STORE, Champs Élysées, Paris, France
- 2 (two) nights' accommodation in a double room incl. breakfast in a 4* or 5* hotel in place of destination chosen at the sole discretion of HUGO BOSS
- 2 (two) Economy-class return flights or train tickets from UK or Germany or FR to destination Airport
- 2 (two) airport or train shuttles, one (1) from the Destination airport/train station to the hotel booked by HUGO BOSS and one (1) back from the hotel to the Destination airport/train station
- items from BECKHAM x BOSS Collection 2.0 (max value of the look 1.000,00€)

- Shuttle service from hotel to the Experience in BOSS Store and back

Value of the prize: 2.140 GBP

The entire experience will be conducted in English. The date of the Experience is fixed and cannot be changed.

Prizes are not inheritable nor for sale and may not be transferred, exchanged and/or redeemed for cash. The prize will be forfeited if the winner is unavailable.

The winner of the draw will be drawn at random from all valid entries using a web-based random generator tool on August 6th, 2025 and will be notified by HUGO BOSS by e-mail. The winner will forfeit the claim to the prize by e-mail within 3 (three) business days of receipt of the prize notification.

HUGO BOSS reserves the right to check whether an entrant is eligible to participate in the draw. In particular, HUGO BOSS is entitled to inquire about the age of the winner and the accompanying person to confirm their identity by means of a valid ID. If the winner does not respond to the e-mail within 3 (three) business days, does not provide the requested information or does not meet the entry requirements (this will be decided by HUGO BOSS in sole discretion), the winner will forfeit his or her claim to the prize. HUGO BOSS is entitled to choose a new winner by drawing lots from the remaining entrants.

The accompanying person chosen by the winner must also be at least 18 years old and must be a resident of UK, Germany or France as the winner. The winner and the accompanying person must have a valid passport and will be responsible for obtaining any visas that may be required at their own expense and the payment of taxes that apply locally as well as any other charges or levies such as customs duties or other charges related to the prize. Unless defined in the prize, HUGO BOSS is not responsible for transport, meals and other expenses (e.g. Loss of baggage) in the place of destination nor for transport to and from the departure airport at the winner's and the accompanying person's place of residence, nor for any other expenses related to the prize, nor for travel insurance. The winners and their accompanying person must have proper travel documents to leave the departure country and to enter Italy. HUGO BOSS will not be responsible or liable in the event that a visa application is rejected by the relevant authorities. In such a case, the prize will be treated as having been rejected by the

winner and HUGO BOSS reserves the right to offer the prize to another eligible entrant or award the prize to no-one. No reimbursement shall be made in such a case.

HUGO BOSS reserves the right to modify, cancel, terminate, suspend or discontinue the draw, in whole or in part, at its sole discretion at any time in the event that the draw (or any part of it) is not capable of running as planned due to any cause beyond the control of HUGO BOSS. This Token is not open to employees of HUGO BOSS AG and affiliates of the HUGO BOSS Group.

4.2 DATA PROTECTION

Without affecting other conditions of participation, we hereby inform you about the processing of your personal data in the context of the participation carried out by us. You are not obliged to provide your personal data. However, please note that you will not be able to participate in the draw if you do not provide your data to the extent described. We process your personal data such as name, address data, photo, in accordance with the conditions of participation of the Sweepstakes e.g. delivery, travel management. We process your data to our campaigning service provider Jebbit. By participating, you agree in the event of winning, we may take photographic images of you. The winner further agrees that we may publish these pictures for marketing purposes for up to 5 years. The legal basis for the processing of your personal data is usually Art. 6 para. 1 p. 1 lit. b GDPR, our contract. There is no automated decision making in individual cases in the sense of Art. 22 GDPR. The data stated above will be deleted after the competition has been carried out, the prize has been announced. Within our company your personal data will only be disclosed to the areas and persons who need this data to fulfil the corresponding obligations. If data is passed on to our service providers, they are contractually and legally obliged to process the data exclusively in accordance with our instructions and in compliance with the applicable data protection regulations. Otherwise, your data will not be passed on to third parties.

For further information on the processing of your data, please refer to our data protection provisions for HUGO BOSS XP ([Privacy Statement Experience \(hugoboss.com\)](https://www.hugoboss.com/privacy-statement-experience)), which you accepted upon registration. Registration is a prerequisite for participation in the draw. The provision of personal data for further processing is the consideration for participation in the draw.

5 CUSTOMER SERVICE

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