

HUGO BOSS

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

Effective as from August 7th, 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”, US excluded) 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 HUGO BLUE

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 HUGO BLUE TOKEN

As from August 7th, 2025 (00:01am) and until all limited HUGO BLUE Denim Bags (1.000 items available) have been rewarded, each Member purchasing at least one item from the HUGO Blue collection (purchasing other HUGO line or BOSS products does not qualify for transaction) in the Online Store choosing a delivery address in UK, Germany or France shall get a HUGO BLUE limited Denim Bag (value of the prize: 8,00€) with their online purchase while stock lasts. To participate the member must have first unlocked the HUGO Blue token in the App containing the voucher with a code which can be used within 3 months and entered at the checkout at the time of the online purchase.

Each Member may unlock only one HUGO BLUE token during the Promotion Period.

Downloading the HUGO BOSS App is necessary to claim the HUGO BLUE token. In order to qualify, the Member must be logged into his/her account on the Website or App before purchasing the item from the HUGO Blue collection and claim the HUGO Blue token in the App (please see 4.2 HUGO BLUE Voucher).

4.2 HUGO BLUE VOUCHER

The Member shall receive a Voucher Code in the App for next purchasing in the Online Store choosing a delivery address in UK, Germany or France. The code shall be entered by the Member for next purchase in the Online Store (within 3 months) at the order checkout page to receive the reward (limited HUGO BLUE Denim Bag). Rewards will be available while stock lasts. No Reward shall be available in shop-in shop and/or in HUGO BOSS stores. The reward is an online reward only. 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. This Token is not open to employees of HUGO BOSS AG and affiliates of the HUGO BOSS Group.

5 CUSTOMER SERVICE

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