

HUGO BOSS

TERMS AND CONDITIONS FOR BOSS X STEIFF TOKEN, HUGO BOSS XP (France)

Effective as from November 5th, 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 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”, 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/fr/en) or official HUGO BOSS App for France (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 X STEIFF

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 x STEIFF TOKEN

As from November 05th, 2025 (00:01am CET) until January 15th, 2026 (23:59pm CET) ("Promotion Period"), each Member purchasing two items from the BOSS x Steiff Collection (socks excluded) in one single transaction in the Online Store or in the App (UK, Germany and France) or in a BOSS Store (Outlets excluded) participating countries ([HUGO BOSS Store Locator – your store locator worldwide](#)), use the filter "HUGO BOSS XP", US excluded) may unlock the BOSS x Steiff token and shall get the opportunity to enter a draw, taking place on January 22nd, 2026. Each Member may unlock only one BOSS x Steiff token during the Promotion Period.

Downloading the HUGO BOSS App before the purchase is necessary to claim the BOSS x Steiff 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 BOSS x Steiff Collection to claim the token.

To take part to the raffle, Members shall be requested - after their purchase - to click on the "Enter the draw" button in the BOSS x Steiff token in the App and enter all the necessary information in the raffle 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 January 22nd, 2026 using a web-based random generator:

EXCLUSIVE BOSS x Steiff ICONIC COLLECTIBLE BEAR and BOSS x Steiff COLLECTIBLE KEYCHAIN (XP member exclusive products).

Value of the prize: ca. 900 EUR

The winner of the raffle will be drawn at random from all valid entries using a web-based random generator tool on January 22nd, 2026 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. The prize will be shipped to the winner's address, after the winner has shared his/her address.

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 raffle 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 hugoboss xp](#)), which you accepted upon registration. Registration is a prerequisite for participation in the raffle. The provision of personal data for further processing is the consideration for participation in the raffle.

5 CUSTOMER SERVICE

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