

TERMS AND CONDITIONS FOR PARTICIPATION IN THE MY HUGO BOSS REWARDS PROMOTION

The following terms and conditions (hereinafter referred to as the "**Terms and Conditions**") apply to entry in the "**My HUGO BOSS Rewards**" promotion (the "**Promotion**"):

HUGO BOSS EXPERIENCE Members in Italy are eligible to participate in the Promotion.

The Promotion is valid on the official HUGO BOSS Online Store Italy (hugoboss.com/it or HUGO BOSS App, hereinafter referred to as the "Online Store") and in all participating HUGO BOSS EXPERIENCE Stores and Outlet Stores in Austria and in Belgium, France, Germany, Italy, Luxembourg, Netherlands, Portugal, Poland, Spain, and Switzerland, (hereinafter referred to as the "Physical Store(s)", (an overview of the current participating Physical Stores can be found on hugoboss.com/stores by using the filter "HUGO BOSS Experience") from 14.07.2025 to 14.01.2026 (hereinafter referred to as the "Promotion Period"). The Online Store and the Physical Stores are hereinafter referred to as the "Retail Store(s)" collectively.

You can participate in the Promotion via your MY HUGO BOSS Account (hereinafter referred to as "**Account**") on the Online Store under the "My HUGO BOSS Rewards" section, by clicking on the "PARTICIPATE IN THE PROMOTION" button. At the beginning of the Promotion Period, a personal target goal (hereinafter referred to as "**Goal**") will be automatically determined of your individual purchase history, upon reaching the first goal, you will be assigned a new goal. Your Goal will be displayed under the "My Status" section in your Account.

The maximum Goal is 2.500 EUR. Only purchases made directly by the participant are counted toward achieving the Goals. Purchases made by parties other than the participant cannot be combined. If you reach your Goal within the Promotion Period and while identified as a HUGO BOSS EXPERIENCE Member in the Retail Stores, you will receive a voucher that can be redeemed online or in-store, worth 10% of your Goal, however, not exceeding 250 EUR. The first voucher(s) will have a value equal to 10% of your first Goal. Upon achievement of each of the subsequent Goals, you will be awarded a voucher worth €50. If multiple Goals are achieved in a single transaction, you will be awarded a cumulated voucher. Instead of redeeming the voucher directly for your next purchase, you can also continue shopping towards the next Goal (up to 2.500 EUR) and thus increase your voucher value (up to 250 EUR) within the Promotion Period. The next possible Goal will then be displayed in your My Status. When you make a purchase in a store outside your residence country, using a different currency, the purchase amount will be then converted in the official currency of your residence country based on exchange rate applicable on date of purchase and will be displayed in your Account in the official currency of your residence country.

The voucher can be used on all HUGO BOSS products. The voucher can be increased up to a maximum of 250 euros by reaching more Goals, but cannot be combined with vouchers related to different promotions, with other discounts related to other promotions or active sales. In the Physical Stores, the voucher can be used without any minimum spending constraint. In the Online Store, the voucher can be used for a minimum spend of 25 euros.

The purchase amount and the voucher values as mentioned above include all taxes (excluding shipping costs). The voucher redemption conditions will be displayed in the "My Vouchers" section in your Account. The voucher can be used within three months from the date it is generated and assigned.

VOUCHER CONDITIONS

ONLINE

The voucher can be redeemed after login on one single purchase until the expiry date stated on the voucher in the official HUGO BOSS online store (Italy) at hugoboss.com/it in accordance with the applicable Online Store terms and conditions and cannot be used for the purchase of gift cards or combined with other vouchers (including MY HUGO BOSS Rewards Vouchers), promotions, offers and/or discounts, it is not transferrable and not refundable. After deduction of the voucher value, the minimum order value is 25,00 €. Issued by HUGO BOSS Italia S.p.A., Via Morimondo 26, 20143 Milano, Italia.

IN-STORE

The voucher can be redeemed on one single purchase until the expiry date stated on the voucher in participating HUGO BOSS EXPERIENCE stores in Italy (list available on hugoboss.com/it/stores by using the filter 'HUGO BOSS EXPERIENCE'). The voucher cannot be used for the purchase of gift cards or combined with other promotions, offers and/or discounts, is not transferrable and not refundable. Issued by HUGO BOSS Italia S.p.A., Via Morimondo 26, 20143 Milano, Italia.

You can track your progress towards your Goal in your Account under the "My HUGO BOSS Rewards" section. All purchases made during the Promotion Period – unless returned – will be added to your Goal. If a purchase is returned within the return period, the amount returned will be deducted from your Goal. The applicable return options and return periods are determined by the respective Physical or Online Store's Return Policy where the purchase was made. Each purchase will be reflected under the My Status tab within 48 hours. The voucher will be activated in the "My Vouchers" section in your Account after thirty-five (35) days, once your purchase is validated in our system.

HUGO BOSS reserves the right to vary or terminate the Promotion (by providing notice through the same means through which the Promotion has been previously advertised), for reasons outside its reasonable control or any technical or other difficulties (including, without limitation, a computer virus, technical failure, unauthorized human intervention or local shutdowns due to pandemic or any other event beyond HUGO BOSS's control) which might compromise the integrity of the Promotion, with no liability to the participants or potential participants and without any responsibility on HUGO BOSS. The Promotion is not open to employees of HUGO BOSS AG and/or affiliates of the HUGO BOSS Group.

Withdrawal from the Promotion by the participants is possible at any time and without requiring the provision of advance notice. To withdraw from the Promotion, you are required to click on the button "WITHDRAW" in the My Status section in your Account and follow the steps as described. Withdrawal from the Promotion only refers to this Promotion and does not affect your membership in the HUGO BOSS EXPERIENCE programme or the delivery of further program communications. HUGO BOSS AG, Holy-Allee 3, 72555 Metzingen, Germany is the organizer and promoter of this Promotion.

For further questions please contact: service-it@hugoboss.com