

**COMPLETE REGULATIONS
OF THE REWARDS PROGRAMME CALLED
“CLUB LIFESTYLERS”**

Art. 1 PROMOTER

The company Neptune Vicolungo I S.r.l, registered office Viale Monte Santo 1/3, Milan, tax number and registration number in the Company Register of Milan 05529860966 (hereinafter “**Promoter**”)

in association with:

- Castel Guelfo I S.r.l, registered office Viale Monte Santo 1/3, Milan, tax number and registration number in the Company Register of Milan 03317650962

Art. 2 DELEGATED COMPANY

For all bureaucratic requirements:

The firm Mazzolenis Barbara, registered office Via Alleva 5/A – 28010 Fontaneto d'Agogna (Novara)-
VAT Reg. no.: 02609440033.

Art. 3 NAME OF THE REWARDS PROGRAMME

“CLUB LIFESTYLERS” (hereinafter the “**Rewards programme**”)

Art. 4 ACCEPTANCE OF THE REGULATIONS

The Rewards programme is subject to the terms of these regulations (hereinafter “**Regulations**”).
Entering it entails for the participants (as defined here below) the full and unconditioned acceptance of the conditions contained in these Regulations.

Art. 5 AREA

The Rewards programme will take place in the following Outlets:

- Vicolungo The Style Outlets: Piazza Santa Caterina, 1, 28060 Vicolungo (NOVARA)
- Castel Guelfo The Style Outlets: Via del Commercio 4/2, Località Poggio Piccolo 40023 Castel Guelfo di Bologna (BOLOGNA)

Art. 6 PARTICIPANTS (hereinafter “Participants”)

Customers, adults who are registered for the newsletter of the Centro Vicolungo The Style Outlets or Castel Guelfo The Style Outlets or who register on the website:

<https://vicolungo.thestyleoutlets.it/it/lifestylers-club>, <https://castel-guelfo.thestyleoutlets.it/it/lifestylers-club>

The employees of the individual points of sale of the Vicolungo The Style Outlets and Castel Guelfo The Style Outlets centres, the employees of the companies Neptune Vicolungo I S.r.l., Castel Guelfo I S.r.l., TO GET S.R.L., the collaborators and all the subjects involved in the organization and in the running of this Rewards programme are excluded from it.

Art. 7 METHODS OF COMMUNICATION OF THE REWARDS PROGRAMME

A) It is hereby attested that the advertising message will be compliant with what is declared in these Regulations.

The Rewards programme will be made known through:

- the internal advertising methods of the Vicolungo The Style Outlets and Castel Guelfo The Style Outlets centres: internal radio, internal posters and internal totems;
- methods outside the Vicolungo The Style Outlets and Castel Guelfo The Style Outlets centres: external radios, online and print newspapers and magazines;
- online: on the respective websites <https://vicolungo.thestyleoutlets.it> and <https://castel-guelfo.thestyleoutlets.it>, the Facebook, Instagram and Tik Tok pages of the Vicolungo The Style Outlets and Castel Guelfo The Style Outlets centres and through a web-dedicated communication campaign.

The Regulations can be consulted in the private area and on the websites <https://vicolungo.thestyleoutlets.it> and <https://castel-guelfo.thestyleoutlets.it>.

B) The Promoters reserve the right to make any improvements to the Regulations or the rewards; they will be communicated in the ways and with the deadlines allowed by laws on the subject.

Art. 8 TOTAL DURATION OF THE REWARDS PROGRAMME (hereinafter the “promotional period”)

Duration of the Rewards programme: from 23/07/2024 to 31/01/2025 extended to 01/31/2026

Last date for the request of the reward: until 28/02/2025 extended to 28/02/2026

Art. 9 HOW THE REWARDS PROGRAMME TAKES PLACE AND HOW TO TAKE PART IN IT

From 23/07/2024 to 31/01/2025 extended to 01/31/2026, the Customer, to take part in this Rewards programme, must, in the two distinct phases:

1. REGISTRATION

- Participants must register on the website <https://vicolungo.thestyleoutlets.it/it/lifestylers-club> or <https://castel-guelfo.thestyleoutlets.it/it/lifestylers-club> by inserting the data required and selecting the preferred centre in their own private area.

Following registration, an individual account with a personal QR code will be created, which will be available by email in the private area of the Participant and on “The Style Outlets” app *

**App free to download from the stores:*

- *Apple Store: for users with an Apple iPhone smartphone with operating system iOS version 9.0 or later;*

- *Google Play: for users with a smartphone with operating system Android 4.3 or later*

2. COLLECTION OF POINTS

All Participants, registered on the website <https://vicolungo.thestyleoutlets.it/it/lifestylers-club> , <https://castel-guelfo.thestyleoutlets.it/it/lifestylers-club>, will gradually mature, over the period of the Rewards programme (see art. 8), a score which will allow them to obtain free gifts and discounts.

The points will be accredited according to the following criterion:

- a) DOWNLOADING “The Style Outlets” APP
 - b) COMPLETING THE INFORMATION ON THE PROFILE PAGE
 - c) LOGGING IN TO WI-FI
 - d) SHARING SOCIAL CONTENT
 - e) ANSWERING SURVEYS
 - f) MAKING A PURCHASE AT ONE OF THE ADHERING CENTRES
- a. DOWNLOADING “The Style Outlets” APP:
downloading “The Style Outlets” app and registering, **50 POINTS** will be awarded
The points will be awarded only once, on the first registration of the Customer’s App.
 - b. COMPLETING THE INFORMATION OF THE PERSONAL PROFILE:
completing the information of the personal profile, **5 POINTS** will be awarded
The points will be awarded only once.
 - c. LOGGING IN TO WI-Fi:
connecting to the Centre’s Wi-Fi, **5 POINTS** will be awarded.
The points will be awarded only once.
 - d. SHARING OF SOCIAL CONTENT:
sharing social content on the personal profile , **10 POINTS** will be awarded for a maximum of once a week. From 02/01/2025 to 01/31/2026 the points will be awarded for a maximum of once a month.
 - e. ANSWERING SURVEYS:
answering all the questions in surveys, sent through newsletters, **10 POINTS per survey** will be awarded.
 - f. MAKING A PURCHASE AT ONE OF THE MEMBER CENTRES:

following purchases made at one of the member centres for the Rewards programme.

To obtain points, the Participants will have to :

- a) OPTION 1: scan at the cash desk, using the tablet in the stores taking part in the loyalty programme, their QR-code or inserting their access credentials. When payment has been made and the tax receipt issued, the points will be recorded in the account.
- b) OPTION 2: record the receipt within 15 days of the purchase, using “The Style Outlets” app, by inserting data, amount, name of the store and number of the receipt. The points will be recorded in the personal account.

In the event that the Participant has problems uploading the receipts, they can go to the info point of the centre, with the receipt and an operator (after checking the data) will upload the receipt of the user directly through crm.

Participants will accumulate points according to the following criterion:

1. from € 1.00 to € 1.49 spent = 1 point
2. from € 1.50 to € 2.49 spent = 2 points
3. from € 2.50 to € 3.49 spent = 3 points
4. from € 3.50 to € 4.49€ spent = 4 points
5. from € 4.49 to € 5.49€ spent = 5 points
and so on.

The points will be accumulated each time on the Participant’s personal profile, in their reserved area, and can be consulted at any time. The points are personal for each individual Participant and can in no way be transferred or given to others.

CHARACTERISTICS OF THE RECEIPT:

- Each receipt for a purchase can be uploaded only once.
- Receipts for the purchases of products which, according to the law, cannot be the object of promotions, for example: scratch cards and lottery tickets, baby foods (0-6months), cigarettes, medicines etc. will not be considered valid. Receipts for purchases of SIM cards and telephone top-ups, Gift Cards, prepaid cards and gift sets, PAY TV subscriptions and top-ups will not be considered valid either.

From 01/02/2025 the originals of the uploaded receipts certifying the purchases must be kept at least until the end of the Rewards Programme (31/01/2026) because the original may be requested for any checks. In the absence of the original of the uploaded receipt, the points will not be awarded.

The Promoter reserves the right to propose better conditions for the Participants, such as for example special initiatives which will allow the award of further points against specific behaviour required of the Participant or during particular periods of promotion.

These conditions will be notified to the Participants in the ways laid down for communication of the Rewards programme: with additions to the regulations and with informative material in the Centre.

3. LEVELS and REQUEST OF REWARDS

PHASE 1

Depending on the score accumulated, the Participants will fall into the following levels:

- **FAN LEVEL:** from 0 to 999 points

With the qualification of FAN, the Participants will be entitled to collect, at the Info Point of the Centre they chose at the time of registration, a LIFESTYLER gadget (value of approximately € 0.60) and have a discount of 10% on the first purchase in member stores.

In addition, on reaching 75% of the points for passing to the next level, the Participants will be entitled to another gift: a voucher valid for a coffee in one of the restaurants of our centre (value €1.30), which can be collected at the Info Point of the Centre they chose at the time of registration.

From 01/02/2025 to 31/01/2026 with the qualification of FAN, the Participants will be entitled to collect, at the Info Point of the Centre they chose at the time of registration, a LIFESTYLER gadget (value of approximately € 0.60).

- **FRIEND LEVEL:** from 1,000 to 2,999 points

With the qualification of FRIEND, the Participants will be entitled to collect, at the Info Point of the Centre they chose at the time of registration, a voucher valid for 1 L'Erbolario Cleanser Gel of a value of € 9.50 or, in the event that it is no longer available, another reward of equal value, and have a discount of 20% on the first purchase in the member stores.

In addition, on reaching 75% of the points for passing to the next level, the Participants will be entitled to another reward: a Caleffi Home Fragrance (value €15.90); the voucher can be collected at the Info Point of the Centre they chose at the time of registration.

From 01/02/2025 to 31/01/2026 with the qualification of FRIEND, the Participants will be entitled to collect, at the Info Point of the Centre they chose at the time of registration, a voucher valid for 1 L'Erbolario Cleanser Gel of a value of € 9.50 or, in the event that it is no longer available, another reward of equal value.

- **AMBASSADOR LEVEL:** from 3,000 points upwards

With the qualification of **AMBASSADOR**, the Participants will be entitled to collect, from the Info Point they chose at the time of registration, a voucher valid for 1 pair of Trussardi glasses of the value of € 179.00 or, in the event that these are no longer available, another reward of the same value, and have a discount of 30% on the first purchase in the member stores.

From 01/02/2025 to 31/01/2026 with the qualification of **AMBASSADOR**, the Participants will be entitled to collect, from the Info Point they chose at the time of registration, a voucher valid for 1 pair of Trussardi glasses of the value of € 179.00 or, in the event that these are no longer available, another reward of the same value

As a consequence, a Participant, as soon as they register will be a "FAN", on reaching 1,000 points, they become a "FRIEND" and on reaching 3,000 points, they become an **AMBASSADOR**.

In order to be able to collect the reward due, in the promotional period, the Participant must go to the Info Point of the Centre chosen at the time of registration and give their first name and surname.

The Participant cannot request the reward at a Centre other than the one with which they are associated.

PHASE 2:

Independently of Phase 1, the Participant, on reaching 500 points, can convert, **exclusively though the APP**, their points into a gift voucher of the value of € 5.00 (up to a maximum of € 200). Each gift voucher of the value of € 5.00 requested will be uploaded onto a virtual card of the Centre (hereinafter the "Card").

From 01/02/2025 to 31/01/2026 Regardless of Phase 1, the Participant, on reaching 500 points, and **after having earned at least 50 points on purchases**, can convert, **exclusively though the APP**, their points into a gift voucher of the value of € 5.00 (up to a maximum of € 250). Each gift voucher of the value of € 5.00 requested will be uploaded onto a virtual card of the Centre (hereinafter the "Card").

In order to be able to convert the 500 points into the gift voucher of a value of € 5.00, which will be uploaded on to the Card, the Participant, in the promotional period, must enter into their personal profile and press on the button **REDEEM**. The amount of the voucher of € 5.00 will be uploaded on to the Participant's personal Card and at the same time, the corresponding points will be deducted.

It is hereby specified that the Participant will always be able to consult the total of the points they have accumulated (including those that may have been used for the request of the gift vouchers) in order to be able to participate in and request the rewards relative to PHASE 1.

For the whole of the promotional period, each Participant may request as many gift vouchers as the number of points in their possession they have reached.

The Participant cannot request the reward from a Centre other than the one with which they are associated.

CHARACTERISTICS OF THE CARD:

- All the gift vouchers of a value of € 5.00 requested by the Participant will be uploaded on to their virtual Card. The amount on the Card can be spent immediately, showing the virtual Card at the time of payment, including on products that are on sale and promotions, in all the stores of the associated Centre.

In order to be able to use the Card, the Participant must have a Wallet on their smartphone.

- The Card will expire 4 years after its issue.

- The Card is an instrument of payment to the bearer which can be used to make purchases in the points of sale of the Centre associated at the time of registration, it is to be deducted, and it can be used for purchases until all its face value has been completely used up. If the residual value is insufficient to make the purchase, the payment can be completed in cash or with any other means of payment accepted by the point of sale. The residual value cannot be converted into money.

- The card cannot be exchanged for money, it gives no right to change and any excess amounts of its use are to be paid by the Customer.

- The Promoter assumes no responsibility for any type of incident related to its use.

In addition, an audiobook Card of the value of €17.93 will be given on their birthday to all those who have registered (date inserted by the Participant on registration), independently of the score accumulated and without the request for points. There is a QR code on the card to be scanned. When it is scanned, you are sent to a mini-site where you can select the book to listen to. The Participant can listen to all three books offered.

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The following is specified:

- All the rewards must be requested no later than 28/02/2025 extended to 28/02/2026 and collected within 3 months of their request.
- In the event that the rewards were to undergo changes and/or updates of form or substance with respect to what is promised, or they were no longer to take place in the ways shown above, the Promoter undertakes to give the claimant a reward of an equal or greater value. The claimant may not claim in any way that the reward shown in these Regulations and/or on the advertising material is given to them if it is no longer available, at the time of the award.

- The Promoter reserves the right to exclude any Participant if they have infringed the rules of these Regulations.

The Promoters and the Delegate reserve the right to make all the checks necessary at any time whatsoever for the purpose of establishing that the Participants are eligible to take part in the Rewards programme.

- Each Participant in the event may withdraw from the programme at any time whatsoever accessing their private area from the website <https://castel-guelfo.thestyleoutlets.it> and <https://vicolungo.thestyleoutlets.it> and clicking on the specific link.

At that time, the Participant will be entitled to redeem all the points accumulated, on condition that they have accumulated at least 500; once a notification of cancellation of registration has been sent, if the points are not redeemed within 7 calendar days, they will be automatically cancelled.

- In the case of fraud or improper use of the instruments relative to this Rewards programme, the company reserves the right to cancel the participation of the customer at any time whatsoever, subject to notification to be sent to the email address given at the time of registration. Cancellation of the registration, however determined, will entail the immediate termination of the right to the benefits/advantages connected with this initiative.
- The Promoter reserves the right to remove accounts that have been inactive (i.e. no movement in terms of points accumulated and used) for more than 18 months consecutively.
- Points can be accumulated until 31/01/2025 extended to 31/01/2026. After that date, at the discretion of the Promoter, the Rewards programme may be extended, giving prior notification before the ending date identified as 31/01/2025 extended to 31/01/2026. If the Rewards programme were to be extended, the points will remain valid in compliance with the current provisions on prize events, without any loss, until their expiry date, identified at 18 months from the time they were accredited and, in any case, not after the expiry date of the extension.

Art. 10 PRIZE MONEY

The overall value of the prize money estimated in consideration of the data possessed and of the rewards shown in the programme is valued at € 68,205 excluding VAT, save net adjustment of VAT integrated at €93,205 excluding VAT.

Pursuant to art. 7 of Presidential Decree n. 430 of 26 October 2001, a deposit has been paid for the rewards in the programme, equal to 20% of the overall value of the rewards to be won.

The deposit has been paid by a surety of €13,641.00 integrated € 18,641.00 at the MINISTRY OF COMPANIES AND MADE IN ITALY

Art. 11 FINAL NOTES

- No responsibility can be assigned to the Promoter for the improper use of the reward by the winner or by people who are unsuitable by age or physical and/or mental conditions;
- No responsibility can be assigned to the Promoter for any defects or malfunctioning of the reward; in the event that there were to be defects or malfunctioning, all the guarantees of the manufacturer and the relative limitations or extensions referred to the guarantees will be valid;
- No responsibility can be assigned to the Promoter regarding the management and enjoyment of the reward. It therefore follows that in the case in which the recipient of the reward finds hidden vices, or any malfunctioning of any nature and extent, not due to improper use of the goods, will contact the manufacturer directly, complying with the provisions of the Consumer Code, which require, at the expense of the manufacturer, the repair of the goods within a fair period of time or the replacement of the same in the event that the repair is too expensive or not possible.
- The winner may not contest the reward awarded, nor request the corresponding amount in money or the change/replacement for any reason whatsoever. However, in the event in which the Promoter is unable to award the reward won, the right is reserved to replace the rewards announced by rewards of an equal or greater value;
- In the case of refusal to benefit from the reward to be won, the Participant will not be entitled to request the payment of the amount of the reward in money, as laid down by Presidential Decree 430/01;
- The member stores in the programme can terminate their affiliation, which can be notified through any individual or group method considered suitable and without this decision entailing any responsibility on the part of the company;
- The Promoter does not assume any responsibility in any case for damage of any nature whatsoever that may derive from causes such as, by way of example but not exhaustively, errors of omissions in contents, or unavailability of the portal or app, although having adopted all the technological measures to prevent it;
- The Promoter does not assume any responsibility for the information and the contents archived in places including, by way of example but not exhaustively, forums, chats, blog generators, comments, social networks or any other support whatsoever that allows third parties to publish contents online independently. However the company is at the disposal of all the users and the public authorities and the police and collaborates actively on the removal and, if necessary, blocking any content that can have an impact on or infringe national or international law, the rights of third parties, or public order and morals. If users deem that the website includes content that could fall within this category, they are invited to report it immediately to the administrator of the website;

- The website and the app are checked and tested to guarantee the correct functioning. In theory their correct functioning can be guaranteed 24 hours a day, 7 days a week, all year round. However, the company cannot exclude the possibility of errors of programming or that access to the website or the app becomes impossible due to causes of force majeure, natural calamities, strikes or similar circumstances;
- The Promoter does not assume any responsibility for any problems in the application of discounts by the member stores or due to the availability of the relative services, and therefore the promoter companies are exonerated from any claim that the Participant may present;
- As far as the availability of services or discounts is concerned, or any other promotion that involves third parties, the company will not be responsible in relation to the Participant for damage deriving from any infringement in relation to the services or the actions of these third parties.

Art. 12 CHANGE AND/OR ADDITION TO THE REGULATIONS

The Promoter, through the Delegate, aware of the fact that the publication of these Regulations constitutes a promise to the public pursuant to articles 1989, 1990 and 1991 of the Civil Code, reserves the right to change and/or add to the content of these Regulations. In the cases that this were to become necessary, the changes will not damage the acquired rights of the consumers, who will receive notification of the change or addition made with the same means with which they received notification of these regulations or with equivalent methods.

Art. 13 GUARANTEES AND OBLIGATIONS

This initiative takes place in the respect of Presidential Decree no. 430 of 26 October 2001 and according to the instructions shown in Circular 28 March no. 1/AMTC of the Ministry of Productive Activities.

Art. 14 TREATMENT OF DATA (art. 13 EU Regulation no. 679/2016)

Pursuant to article 13 of the (EU) Regulation 2016/679, the Data Controllers of the personal data processing are:

- Neptune Vicolungo I S.r.l., registered address Viale Monte Santo 1/3, Milan, tax number and registration number in the Company Register of Milan 05529860966
- Castel Guelfo I S.r.l., registered office Viale Monte Santo 1/3, Milan, tax number and registration number in the Company Register of Milan 03317650962

The data will be used for the sole purpose of awarding the rewards.

The personal data may be processed by employees or collaborators of Neptune Vicolungo I S.r.l./Castel Guelfo I S.r.l., who are data processors, and possibly by external companies – carefully selected and appointed as data controllers according to the provisions of article 28 of (EU) Regulation 2016/679

The data will be processed in the European Union and stored on servers situated in the European Union. The same data may be processed in countries outside the European Union, on condition that the adequate level of protection, recognized by a specific decision of the European Commission, is guaranteed. Any transfer of Personal Data towards non-EU countries, in the absence of a decision of adequacy of the European Commission, will be possible only if adequate guarantees of a contractual nature or agreement, including "Binding Corporate Rules" and contractual clauses of the type of data protection, are provided by the Data Controllers and Managers involved.

The Customer may access their personal data free of charge at any time whatsoever or request their updating, change or cancellation, or exercise any other right allowed by the legislation currently in force on the protection of personal data by writing to :

- Neptune Vicolungo I S.r.l. registered office Viale Monte Santo 1/3, Milan
- Castel Guelfo I S.r.l., registered office Viale Monte Santo 1/3, Milan

In the way described above, the Customer may exercise their rights to:

- receive confirmation of the existence of their personal data and access their content;
 - update, change and/or correct their personal data;
 - ask for the cancellation, transformation into anonymous form, or block of the data processed in infringement of the law or the limitation of the treatment;
 - oppose the processing for legitimate reasons;
 - oppose the processing of the data for the purposes of sending advertising or direct sales material or for carrying out market research or commercial communication;
 - revoke the consent, where granted, without prejudice for the legality of the processing based on consent granted before the revocation;
- Since 25 March 2018, with the application of (EU) Regulation 2016/679, it has been possible to request the portability of the personal data conferred to the Data Controllers (receive a copy of the data provided and ask that these data be transmitted to another Data Controller) or file a complaint with a Supervisory Authority.

Borgomanero, 22 luglio 2024 integrazione in data 29 gennaio 2025
Il Soggetto Delegato
Barbara Mazzolenis