OLTRE Italian-chic CLUB Loyalty Programme Rules – October 2026– May 2027

MIROGLIO FASHION S.r.l.

OLTRE Italian-chic CLUB LOYALTY PROGRAMME

RULES OF THE "LOYALTY OCTOBER 2026 – MAY 2027 OLTRE Italian-chic CLUB LOYALTY PROGRAMME" ACTIVITY

This document sets out the terms and conditions governing the Loyalty Programme for the OLTRE brand, owned by Miroglio Fashion S.r.l. (VAT no. 03232400048), with registered office in Alba (CN), Via S. Margherita 23. Joining the Loyalty Programme implies unconditional acceptance of these Rules.

Area

The benefits of this Loyalty Programme apply to purchases made in the euro-area Member States of the European Union and in Switzerland, at all OLTRE-branded Stores, including Outlets, and on the online shop at www.oltre.com.

Period

The "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity is valid:

- from 29 October 2026 to 5 May 2027 for earning loyalty points;
- by 5 May 2027 for redeeming any loyalty credit accrued through the points earned.

Regardless of the limited duration of the "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity, the Loyalty Programme and the Loyalty Card of the "OLTRE" brand will remain valid indefinitely.

Products included in the promotion

All OLTRE products available in OLTRE Stores and Outlets and on the online shop www.oltre.com, including cosmetics.

Eligible participants

Adult end consumers.

Purpose of the activity

This activity is carried out with the aim of promoting:

- the sale of OLTRE products;
- free membership of the Loyalty Programme;

- free participation in the “October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme” Loyalty activity.

Mechanics

Joining the Loyalty Programme automatically entitles customers to benefit from the “October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme” Loyalty activity, with no further registration required.

During the promotional period, a points collection will be run exclusively for customers enrolled in the Loyalty Programme. For every purchase made in OLTRE-branded stores or Outlets, including the online shop www.oltre.com, customers will receive one point for every euro spent.

Please note:

Points earned on in-store purchases will be automatically credited to the Loyalty Card the following day. For online purchases, points will be credited within 36 hours of the end of the return period, and only if no return is made. In the case of a partial return, points will be credited only for the items not returned.

The levels and credits of the new “October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme” Loyalty activity are set out below.

Levels, loyalty credit and discounts

Purchases earn 1 point for every euro (EUR) or Swiss franc (CHF) spent (e.g. €1 = 1 point and CHF 1 = 1 point).

Points allow customers to reach the following loyalty levels:

- Cotton: < 100 points
- Silk: from 100 points up to 499.99 points
- Cashmere: from 500 points up to 1,199.99 points
- Diamond: from 1,200 points

Points earned will be converted into loyalty credit according to the loyalty level reached:

COTTON – from 0 up to 99.99 points

- Points accumulated from 1 to 99.99 convert into 0% loyalty credit (no loyalty credit is loaded).
- Birthday promotion: 15% discount on the receipt (promotion loaded onto the Loyalty Card and usable online with a code), not combinable with other promotions; valid for the whole month of the customer’s birthday.

SILK – from 100 to 499.99 points

- Points accumulated from 1 to 499.99 will convert into 10% loyalty credit (example: €/CHF 200 spent = 200 points = €/CHF 20 credit).
- Birthday promotion: 15% discount on the receipt (promotion loaded onto the Loyalty Card and usable online with a code), not combinable with other promotions; valid for the whole month of the customer’s birthday.

CASHMERE – from 500 points up to 1,199.99 points

- Points accumulated from 500 onwards will convert into 15% loyalty credit (example: €/CHF 300 spent = 300 points = €/CHF 45 credit).
- Birthday promotion: 20% discount on the receipt (promotion loaded onto the Loyalty Card and usable online with a code), not combinable with other promotions; valid for the whole month of the customer's birthday.
- Free shipping on orders placed on www.oltre.com. To obtain this benefit, the customer must log in to her online account or register online. Customers who already hold a physical loyalty card (issued in store) must enter their loyalty card number during registration. Customers without a physical loyalty card simply need to register, and the website will issue a virtual loyalty card.
- At the end of the "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity, customers who reached 500 points between 29/10/2026 and 05/05/2027 will keep their "Cashmere" level in the following Loyalty activity (points and any remaining loyalty credit are reset to zero at the start of the new Loyalty activity of the loyalty programme).

DIAMOND – from 1,200 points

- Points accumulated from 1,200 onwards will convert into 15% loyalty credit (example: €/CHF 300 spent = 300 points = €/CHF 45 credit).
- Birthday promotion: 20% discount on the receipt (promotion loaded onto the Loyalty Card and usable online with a code), not combinable with other promotions; valid for the whole month of the customer's birthday.
- Free shipping on orders placed on www.oltre.com. To obtain this benefit, the customer must log in to her online account or register online. Customers who already hold a physical loyalty card (issued in store) must enter their loyalty card number during registration. Customers without a physical loyalty card simply need to register, and the website will issue a virtual loyalty card.
- At the end of the "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity, customers who reached 500 points between 29/10/2026 and 05/05/2027 will keep the "Cashmere" level in the following Loyalty activity (points and any remaining loyalty credit are reset to zero at the start of the new Loyalty activity of the loyalty programme).

Activation of dedicated services. If consent is not given to processing for marketing purposes (art. 2(c) of the Loyalty Card Privacy Notice, available in stores and on www.oltre.com) and to processing for the purpose of defining the customer profile (art. 2(d) of the same Privacy Notice), the dedicated services will not be provided.

Redeeming loyalty credit earned through points does not affect the level reached. The level reached depends on the total points accumulated, regardless of the loyalty credit used and of the points still available for conversion into loyalty credit.

This applies to all customers who have already joined the Loyalty Programme and already hold a Loyalty Card, and to new customers who request one.

General conditions

Please note:

- Loyalty Cards issued by the Oltre brand allow points to be earned in all Oltre Stores, including Outlets, and on the online shop www.oltre.com.
- Accrued loyalty credit can be redeemed only in Oltre Stores and Outlets, including the online shop (i.e. within the loyalty brand).
- Loyalty credit accrued in euro-area countries can be used in Switzerland at the conventional exchange rate of €1 = CHF 1, and vice versa.
- Loyalty credit accrued in the programme can be redeemed only on a purchase worth at least twice the value of the credit being redeemed (example: products purchased for €/CHF 100 = a maximum of €/CHF 50 of loyalty credit can be redeemed = 50% of the value of the goods). This limit applies to every level and to all credit accrued in the programme.
- Loyalty credit cannot be combined with other ongoing promotions or with sale items (official sales or Mid Season Sale). In other words, loyalty credit can be used only on full-price items, not on items that are already discounted.
- The purchase of a Gift Card by a registered customer, both in store and online at www.oltre.com, earns loyalty points.
- Purchases paid with a Gift Card by a registered customer, both in store and online at www.oltre.com, allow loyalty credit to be redeemed. The amount paid by Gift Card does not count towards earning loyalty points (points are earned when the card is purchased).
- Online purchases made by store staff on behalf of customers (using the tablets provided) earn loyalty points, since payment for in-store online purchases is made by Gift Card.
- Online purchases made by store staff on behalf of customers (using the tablets provided) may, where available, allow loyalty credit to be redeemed.
- Redeeming loyalty credit does not affect the level reached. The level reached depends on the total points accumulated, regardless of the loyalty credit used and therefore of the points still available for conversion into loyalty credit.
- Using credit online implies acceptance of the return and refund policy set out on the online shop www.oltre.com.
- Loyalty credit cannot be traded or converted into cash and does not entitle the holder to change under any circumstances.
- On the day following the end of the “October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme” Loyalty activity, levels, points and any remaining loyalty credit will be lost. For the Cashmere level only, customers who reached 500 points during the validity of the expired Loyalty activity will keep the level and related benefits on their loyalty card for the new Loyalty activity of the loyalty programme (points and remaining credit are reset to zero).
- For online purchases made within the last 3 days of the loyalty programme’s validity only, points and any credit will be loaded onto the following programme.
- Failure to use the full loyalty credit does not give rise to any refund and/or change.
- Those entitled to loyalty credit may in no case demand that it be exchanged for cash or any other reward.

- If the purchase is not registered to a loyalty card when it is completed, both in store and online at www.oltre.com, the sale cannot later be linked to a loyalty card and no points can be earned.
- In the case of multiple registrations (several loyalty cards for the same customer), points and credit from the different cards can never be merged onto a single card. The customer must notify Customer Service and request the cancellation of the extra cards.
- Cancellation from the Loyalty Programme results in the irrecoverable loss of all Loyalty Programme benefits (points, level, remaining credit, exclusive promotions).
- The promotional code for the online birthday discount is sent only to customers who have provided valid contact details and consented to the processing of personal data for "Marketing" and "Customer profiling" purposes, as set out in the Loyalty Card Privacy Notice available in stores and on www.oltre.com.

Joining the Loyalty Programme

Customers can join the Loyalty Programme either by visiting one of the participating OLTRE-branded stores or online at www.oltre.com, by registering or logging in to MyAccount.

Joining the Loyalty Programme entitles customers to benefit from this "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity.

Joining in store

During the promotion, everyone who fills in the application form at a participating Oltre store will receive the Loyalty Card.

The form will include the privacy notice on the processing of personal data, in compliance with Regulation (EU) 2016/679. The following mandatory details will be requested on the application form: first name, surname, e-mail address or mobile number, and full date of birth (day, month and year).

Joining the programme in store allows customers to use the programme and its benefits both in store and online, subject to the customer registering.

From 8 February 2024 (inclusive), customers who join the Loyalty Programme in store and provide an e-mail address will automatically have an online profile, so they can immediately enjoy all the exclusive benefits of the programme.

Joining online for customers who have already joined in store

Customers who joined the programme in store before 8 February 2024 and were not registered online at the time can also enjoy the Loyalty Programme benefits online at any time. To do so, they should go to www.oltre.com, choose "Register" and the "I already have an Oltre loyalty card" section, and complete the form, taking care to enter the card number issued by the store and their personal details.

Joining online

To join the Loyalty Programme online, customers must register on www.oltre.com.

Customers can join the Loyalty Programme by clicking “Register” and completing the online form. When registering on the website, the customer will choose her own username (registration e-mail) and password to access the dedicated online services. Each customer is solely responsible for keeping her username and password confidential.

By joining the Loyalty Programme online, customers will receive a virtual card (numeric code) that can also be used in stores.

Customers who would also like a physical card can request one in store. Store staff will link the physical card to the existing account.

Please note:

The information requested for registration, whether on paper or online, must be complete and truthful. Incorrect or incomplete completion of the mandatory parts of the registration form will prevent enrolment in the Loyalty Programme and in the “October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme” Loyalty activity, the crediting of points and their conversion into loyalty credit.

Miroglio Fashion S.r.l. reserves the right to reject a registration request if, after due verification, there is just cause for exclusion.

Loyalty Card information

The Loyalty Card is completely free of charge.

The Loyalty Card is personal and cannot be combined.

When a request to join the Loyalty Programme is made, the procedure for issuing a physical or virtual Loyalty Card will be started.

Customers who have already joined the Loyalty Programme and already hold a Loyalty Card can of course take part in the “October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme” Loyalty activity without requesting a new one.

To benefit from the promotional activities reserved for Loyalty Programme members, including the “October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme” Loyalty activity, customers must:

- **in store:** show the Loyalty Card at the till, or provide the details given when joining the programme for identification, before the receipt is issued. If the card is not shown, an identity document may be requested. The digital card issued online may also be shown. Points will be credited electronically to the Loyalty Card each time and shown on the receipt, which will report the day’s spend, the related points that will be converted into loyalty credit according to the level reached from the following day, and the points available from previous purchases.
- **online:** register or log in to their profile on www.oltre.com. Points will be credited electronically to the Loyalty Card each time, within 36 hours of the end of the return period, and only if no return is made. In the case of a partial return, points are credited only for the items not returned.

Once the receipt has been issued or the online order has been completed, it will not be possible to request that points be added to the card.

Points will be issued only after actual payment for the products, and not for any deposits paid by the customer.

Once loyalty credit has been used, the corresponding amount will be deducted from the customer's available credit balance. There will be no impact on points or level.

Cancellation from the Loyalty Programme

Those who have joined the Loyalty Programme and hold the Loyalty Card are considered members of the Loyalty Programme and beneficiaries, among other things, of the "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity from the moment they join, until they voluntarily request to be removed from the programme. Requests can be submitted via the "Contact" form on www.oltre.com, by e-mail to customer_care@miroglio.com, or by registered letter with return receipt to: MIROGLIO FASHION SRL – Direzione Omnichannel – Via Santa Barbara, 11 – 12051 Alba (CN), writing "Cancellazione Programma Fedeltà" (Loyalty Programme Cancellation) on the envelope.

Customers may withdraw from the programme at any time, with immediate effect and completely free of charge. After withdrawal, the Loyalty Card can no longer be used to obtain Loyalty Programme benefits.

Upon cancellation from the Loyalty Programme, points, level and any credit will be lost.

Loss or theft of the Loyalty Card

To request a replacement card in the event of theft or loss, customers simply need to ask for a new card to be issued at an OLTRE-branded store, providing the details given when joining for identification (an identity document and a declaration of loss may be requested).

Promotions, discounts and points will be transferred to the new card as configured at the time the previous card was blocked for loss or theft.

Loyalty credit

- Accrued loyalty credit, within its period of validity, can be spent on any purchase made up to and including 5 May 2027, and the purchase amount must be at least twice the value in €/CHF of the loyalty credit being redeemed.
- Loyalty credit cannot be traded or converted into cash and does not entitle the holder to change under any circumstances.
- Failure to use the full loyalty credit does not give rise to any refund and/or change.
- Those entitled to loyalty credit may in no case demand that it be exchanged for cash or any other reward.

Reward requests

At the end of the period for redeeming loyalty credit (5 May 2027), any unused loyalty credit will be reset to zero.

Points accrued up to 5 May 2027 can be used to obtain loyalty credit up to and including 5 May 2027. After that date, any unused points will be reset to zero and will no longer give the right to any loyalty credit under this or any future initiative promoted by Miroglio Fashion S.r.l.

Points earned but not yet credited on 5 May 2027 for purchases on the e-commerce site, because the return period has not yet expired, will be credited to the new Loyalty activity and valued according to the rules of the new Loyalty activities.

Declaration

Miroglio Fashion S.r.l. declares that:

The activity will be communicated through point-of-sale advertising materials, by e-mail and on the website www.oltre.com, in all cases in compliance with the relevant privacy notice (see the "Privacy" section at the end of these Rules).

During the Loyalty activity, the promoter may offer participants improved conditions providing greater benefits, including for limited periods, giving prior and appropriate notice through the same channels used to advertise the promotion.

During the Loyalty activity, the promoter may carry out checks on accumulated points and, if behaviour deemed anomalous or fraudulent is detected, may decide to cancel participation in the "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity of the Loyalty Programme.

The promoter accepts no liability for problems of access, obstruction, malfunction or difficulty relating to technical equipment, computers, cables, electronics, software and hardware, transmission and connection, or the telephone line that may prevent a customer from accessing the website.

Participation in the Loyalty activity implies acceptance of every part of these Rules without reservation.

These Rules of the "October 2026 – May 2027 OLTRE Italian-chic CLUB Loyalty Programme" Loyalty activity can be consulted in store and on www.oltre.com, or a copy can be requested, at no additional cost, from the promoter MIROGLIO FASHION S.R.L. – Direzione Omnichannel – Via Santa Barbara, 11 – 12051 Alba (CN), where the Rules will be kept for the entire duration of the activity and for the twelve months following its conclusion.

Any amendment and/or addition made to the Rules by the promoter will be brought to the attention of those concerned through appropriate communication.

Any amendments and/or additions will in no case prejudice the rights already acquired by participants in the initiative.

Privacy

The personal data provided to take part in the initiative will be processed by Miroglio Fashion S.r.l., as Data Controller, in accordance with the privacy notice for joining the Loyalty Programme and issuing the Loyalty Card, available in stores and on www.oltre.com.

Alba (CN), 28/10/2026

MIROGLIO FASHION S.R.L.