

MIROGLIO FASHION S.r.l.

LOYALTY PROGRAM – ELENA MIRO'

TERMS AND CONDITIONS OF THE "LOYALTY APRIL – OCTOBER 2026 ELENA MIRO' LOYALTY PROGRAM" ACTIVITY

The purpose of this document is to establish the terms and conditions governing the operation of the Loyalty Program relating to the ELENA MIRO' brand, owned by Miroglio Fashion S.r.l. (VAT No. 03232400048), with registered office in Alba (CN), Via S. Margherita 23. Participation in the Loyalty Program implies full and unconditional acceptance of these Terms and Conditions.

AREA

The benefits of this Loyalty Program apply to purchases made in the Member States of the European Union belonging to the euro area and in Switzerland, at all Elena Mirò branded stores, including Outlets, and on the online shop at www.elenamiro.com.

PERIOD

The "April - October 2026 Elena Mirò Loyalty Program" activity is valid:

- From April 15, 2026 to October 6, 2026 for the accumulation of loyalty points
- Until October 6, 2026 for the use of any loyalty credit earned through point accumulation

Regardless of the limited duration of the "April - October 2026 Elena Mirò Loyalty Program" activity, the Loyalty Program and the "ELENA MIRO'" Loyalty Card will continue to remain valid indefinitely.

PROMOTIONAL PRODUCTS

All ELENA MIRO' products available in stores, in ELENA MIRO' branded outlets, and on the online shop www.elenamiro.com, including cosmetics.

ELIGIBLE PARTICIPANTS

Adult end consumers

PURPOSE OF THE PROMOTION

This promotion is carried out with the aim of promoting:

- the sale of ELENA MIRO' products
- free enrollment in the Loyalty Program
- free participation in the "April - October 2026 Elena Mirò Loyalty Program" activity.

MECHANISM:

Enrollment in the Loyalty Program automatically entitles customers to benefit from the "April - October 2026 Elena Mirò Loyalty Program" activity without the need for any additional registration.

During the promotional period, a points collection initiative will be carried out for customers enrolled in the Loyalty Program.

Each customer, for every purchase made in ELENA MIRO' stores or outlets, including the online shop www.elenamiro.com, will receive one point for every euro (EUR) or Swiss franc (CHF) spent.

Please note that:

Points accumulation for in-store purchases will be automatically recorded on the Loyalty Card the following day, while for online purchases, points will be credited within 36 hours from the expiration of the return period and only if no return is made. In the case of partial returns, points will be credited only for the items not returned.

Below are the levels and credits of the new "April - October 2026 Elena Mirò Loyalty Program"

Levels, loyalty credit and discounts

Purchases will allow accumulation of 1 point for every euro (EUR) or Swiss franc (CHF) spent (e.g.: €1 = 1 point and CHF 1 = 1 point).

Points allow access to the following loyalty levels:

- **Open: from enrollment up to 249.99 points**
- **Privilege: from 250 points up to 699.99 points**
- **Elite: > 700 points**

Points earned will be converted into loyalty credit depending on the level reached:

OPEN - from 0 up to 249.99 points

- Points accumulated from 1 to 249.99 are convertible into 0% loyalty credit (no loyalty credit is provided);
- Birthday promo: 10% discount on receipt (promo loaded onto the Loyalty Card and usable online with code), not combinable with other promotions: valid for 30 days from the birthday date.
- Anniversary promo: 10% discount on receipt (applied in store or usable online with code), not combinable with other promotions: valid for 14 days from the anniversary of the first registration to the loyalty program.

PRIVILEGE - from 250 to 699.99 points

- Points accumulated from 1 to 699.99 are convertible into 5% loyalty credit (example: 400 €/CHF spent = 400 points = 20 €/CHF credit);
- **Birthday promo:** 15% discount on receipt (promo loaded onto the Loyalty Card and usable online with code), not combinable with other promotions: valid for 30 days from the birthday date.
- **Anniversary promo:** 10% discount on receipt (applied in store or usable online with code), not combinable with other promotions: valid for 14 days from the anniversary of the first registration to the loyalty program.
- **Loyalty credit for level upgrade:** upon reaching the Privilege level, a €25 loyalty credit will be loaded directly onto the loyalty card. The credit will be loaded within 15 days following the level upgrade and will be added to the total loyalty credit available for the current program. Customers reaching Privilege status in the last 15 days of the program will see the loyalty credit loaded in the following program.

ELITE - from 700 points onwards

- Points accumulated from 700 and above are convertible into 10% loyalty credit (example: 800 €/CHF spent = 800 points = 80 €/CHF credit);
- **Birthday promo:** 20% discount on receipt (promo loaded onto the Loyalty Card and usable online with code), not combinable with other promotions: valid for 30 days from the birthday date.
- **Anniversary promo:** 10% discount on receipt (applied in store or usable online with code), not combinable with other promotions: valid for 14 days from the anniversary of the first registration to the loyalty program.
- Free shipping for orders placed on www.elenamiro.com.
To benefit from this, the customer must log into her online account or register online. Customers already in possession of a physical loyalty card (issued in store) must enter the loyalty card number during registration. Customers without a physical loyalty card can simply register, and the website will provide a virtual loyalty card.
- Upon expiry of the "April - October 2026" Loyalty activity, **customers who have reached 700 points between 15/04/26 and 06/10/26 will retain their "Elite" level in the subsequent Loyalty activity.** (Points and remaining loyalty credit are reset at the start of the new Loyalty activity of the program)
- **Loyalty credit for level upgrade:** upon reaching the Elite level, a €50 loyalty credit will be loaded directly onto the loyalty card. The credit will be loaded within 15 days following the level upgrade and will be added to the total loyalty credit available for the current program. Customers reaching Elite status in the last 15 days of the program will see the loyalty credit loaded in the following program.
- **Tailoring voucher:** each Elite customer is entitled to a tailoring voucher worth €12/CHF. The €12/CHF will be deducted from the total receipt on the first purchase following the achievement of the Elite level, only in physical stores.

The use of loyalty credit earned through points does not affect level achievement.

The level reached depends on the total points accumulated, regardless of the loyalty credit used and the points still available to be converted into loyalty credit.

For all customers who have already joined the Loyalty Program and already possess a Loyalty Card, and for new customers who request one.

Please note that:

- Loyalty Cards issued by the Elena Mirò brand can accumulate points in all Elena Mirò stores, including outlets and the online shop www.elenamiro.com;
- Loyalty credit can only be used at Elena Mirò stores and outlets, including the online shop (i.e. within the loyalty brand);
- Loyalty credit earned in euro currency countries can be used in Switzerland at a conventional exchange rate of €1 = CHF 1 and vice versa.
- Loyalty credit may be used only for purchases with a value at least double the credit to be used (example: products purchased for a value of 100 euro/CHF = maximum 50 euro/CHF loyalty credit can be used = 50% of the value of the goods). This limitation applies to all levels and credit accrued in the program;
- Loyalty credit cannot be combined with other ongoing promotions or with discounted products (official sales or Mid Season Sale). In other words, loyalty credit can only be used on full-price items that are not already discounted.
- The purchase of a Gift Card by a registered customer, both in store and online at www.elenamiro.com, allows the accumulation of loyalty points.
- Purchases made using a Gift Card by a registered customer, both in store and online at www.elenamiro.com, allow the use of loyalty credit. The amount paid with a Gift Card does not contribute to the accumulation of loyalty points (points are accrued when purchasing the card).
- Online purchases made by store staff on behalf of customers (via in-store tablets), where available, may allow the use of

loyalty credit;

- After the issuance of the in-store receipt or completion of the online purchase, it will no longer be possible to associate the purchase with the loyalty card;
- Only for online purchases made within the last 3 days of the loyalty program validity, points and any credit will be credited to the next program;
- The use of loyalty credit does not affect level achievement. The level reached depends on the total points accumulated regardless of the loyalty credit used and therefore the points still available to be converted into loyalty credit.
- The use of credit online implies acceptance of the return and refund policy set out on the online shop

www.elenamiro.com

- Loyalty credit is non-transferable, cannot be converted into cash and does not entitle the holder to any change.
- On the day following the expiration of the "April - October 2026" Loyalty activity, levels, points and any remaining loyalty credit will be lost. Only for the Elite level, for customers who reached 700 points during the validity period of the expired Loyalty activity, the level and related benefits will be retained on the loyalty card for the new Loyalty activity of the program (points and remaining credit are reset).
- Failure to fully use the loyalty credit will not give rise to any refund and/or change.
- Beneficiaries of loyalty credit may not under any circumstances request conversion of the loyalty credit into cash or other rewards.
- In the event of failure to register at the conclusion of the purchase, both in store and online at www.elenamiro.com, it will not be possible to associate the sale with a loyalty card and therefore no points can be accrued.
- In the case of multiple registrations (multiple loyalty cards for the same customer), it is never possible to combine points and credit from multiple loyalty cards into a single one. It is necessary to notify Customer Service and request cancellation of excess loyalty cards.
- Cancellation from the Loyalty Program implies the forfeiture, without the possibility of recovery, of all Loyalty Program benefits (points, level, remaining credit, exclusive promotions).
- The promotional code to be used online for the birthday or anniversary discount is communicated only to customers who have provided valid contact details and consented to the processing of personal data for "Marketing" and "Customer profiling" purposes.

LOYALTY PROGRAM ENROLLMENT

It is possible to join the Loyalty Program either by visiting one of the participating ELENA MIRO' stores or online at www.elenamiro.com by registering or logging into MyAccount.

Enrollment in the Loyalty Program entitles customers to benefit from the "April - October 2026 Elena Mirò Loyalty Program" activity.

In-store enrollment:

During the promotion period, anyone who completes the application form at a participating Elena Mirò store will receive a Loyalty Card.

The form will include the privacy notice regarding the processing of personal data, in compliance with Regulation (EU) 2016/679. The enrollment form will require: first name, last name, email address or mobile number, and full date of birth (day, month and year) **as mandatory data**.

Enrollment in store allows use of the program and related benefits in store and online, subject to customer registration as specified below.

Online enrollment for those already enrolled in store:

Customers who enrolled in store and were not registered online at the time may activate the Loyalty Program online at any time by registering on www.elenamiro.com, selecting "Register" and the section "I already have an Elena Mirò loyalty card", and completing the relevant form by entering the loyalty card number issued in store and their personal data.

Online enrollment

To join the Loyalty Program online, it is necessary to register on www.elenamiro.com.

Customers can join the Loyalty Program by clicking on "Register" and completing the online form.

Upon registration, the customer will choose her User (registration email) and Password to access the dedicated online services. Each customer is solely responsible for maintaining the confidentiality of her User and Password. By registering for the Loyalty Program online, a virtual card (numeric code) will be issued, which can also be used in stores.

If a physical card is also desired, it can be requested in store. The physical card will be associated with the existing account by store staff.

Please note that:

The data required for registration, whether paper or online, must be completed in full and must be accurate: incorrect or incomplete completion of mandatory fields will prevent enrollment in the Loyalty Program and the "April - October 2026 Elena Mirò Loyalty Program" activity, the crediting of points, and conversion into loyalty credit.

Miroglio Fashion Srl reserves the right not to accept a registration request where there is just cause, subject to appropriate verification.

Information on the Loyalty Card

The Loyalty Card is completely free of charge.

The Loyalty Card is personal and non-transferable.

Upon request to participate in the Loyalty Program, the procedure for issuing a physical or virtual Loyalty Card will be initiated.

Customers who have already joined the Loyalty Program and already possess a Loyalty Card may participate in the "April - October 2026 Elena Mirò Loyalty Program" activity without requesting a new one.

To benefit from promotional activities reserved for Loyalty Program members, including the "April - October 2026 Elena Mirò" activity, it is necessary to:

- in store, present the Loyalty Card at checkout or provide the data given at the time of registration for identification, before the receipt is issued. If the card is not presented, an identity document may be requested. The digital version of the card issued online may also be presented. Points will be credited electronically each time to the Loyalty Card and shown on the receipt, which will indicate the daily spend, the related points that will be converted into loyalty credit according to the level reached from the following day, and the available points from previous purchases.
- online, register or log into your profile on www.elenamiro.com. Points will be credited electronically each time to the Loyalty Card within 36 hours from the expiration of the return period and only if no return is made. In case of partial return, points will be credited only for items not returned.

After the issuance of the receipt or completion of the online order, it will no longer be possible to request the accumulation of points on the card.

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

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

Cancellation from the Loyalty Program :

Customers who have joined the Loyalty Program and hold a Loyalty Card are considered members of the Loyalty Program and beneficiaries, among other things, of the "April - October 2026 Elena Mirò Loyalty Program" activity from the moment of enrollment, until they voluntarily request cancellation by submitting a request via the "contacts" form on www.elenamiro.com, sending an email to customer_care@miroglio.com, or sending a registered letter with return receipt to: MIROGLIO FASHION SRL - Direzione Omnichannel - Via Santa Barbara, 11 – 12051 Alba (CN), specifying on the envelope: "Loyalty Program Cancellation".

Withdrawal from the program may be made at any time, with immediate effect and completely free of charge for the customer. Following withdrawal, the Loyalty Card can no longer be used to obtain Loyalty Program benefits.

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

Loss or theft of the Loyalty Card

To request a replacement card in case of theft or loss, it is sufficient to request issuance of a new card by visiting an ELENA MIRO' store and providing the identification data given at the time of registration (an identity document and completion of a loss declaration may be required).

Promotions, discounts and points as configured at the time of blocking the previous card will be transferred to the new card.

LOYALTY CREDIT

- Loyalty credit earned, within its validity period, may be used for any purchase made up to and including October 6, 2026, and the purchase amount must be at least double the loyalty credit value (€/CHF) to be used.
- Loyalty credit is non-transferable, cannot be converted into cash and does not entitle the holder to any change.
- Failure to fully use the loyalty credit will not give rise to any refund and/or change.
- Beneficiaries of loyalty credit may not under any circumstances request conversion of the loyalty credit into cash or other rewards.

REWARD CLAIMS:

At the end of the period for using loyalty credit (October 6, 2026), any unused loyalty credit will be reset.

Points earned up to October 6, 2026 may be used to request loyalty credit until and including October 6, 2026; after that date, any unused points will be reset and will no longer entitle the holder to receive any loyalty credit relating to this or any future initiatives promoted by Miroglio Fashion Srl.

Points accumulated and not yet credited as of October 6, 2026 for purchases on e-commerce sites, due to the return period not yet having expired, will be credited to the new Loyalty activity and will be valued according to the rules of the new Loyalty activities.

DECLARATION:

Miroglio Fashion S.r.l. declares that:

Communication will be carried out through in-store advertising material, by email and on the website www.elenamiro.com, in any case in compliance with the provisions of the relevant privacy notice (see the "Privacy" section at the end of these Terms and Conditions).

During the Loyalty activity period, the promoting company may offer participants improved conditions allowing them to obtain greater benefits, even for limited periods, providing prior and appropriate notice through the same channels used to advertise the promotion.

During the Loyalty activity period, the promoting company may carry out checks on accumulated points and, in the event of behavior deemed anomalous or fraudulent, may decide to cancel participation in the "April - October 2026 Elena Mirò Loyalty Program" activity.

The promoting company accepts no responsibility for problems of access, impediment, malfunction or difficulty relating to technical tools, computers, cables, electronics, software and hardware, transmission and connection, or telephone lines that may prevent a customer from accessing the website.

Participation in the Loyalty activity implies acceptance of every part of these Terms and Conditions without any reservation.

These Terms and Conditions of the "April - October 2026 Elena Mirò Loyalty Program" activity may be consulted in store, on the website www.elenamiro.com, or requested in copy, free of charge, from the promoting company MIROGLIO FASHION S.R.L. - Direzione Omnichannel - Via Santa Barbara, 11 – 12051 Alba (CN), where they will be kept for the entire duration of the operation and for twelve months following its conclusion.

Any amendments and/or additions made to these Terms and Conditions by the promoting company will be communicated to participants through appropriate information notices.

Any such amendments and/or additions will not, in any case, prejudice the rights acquired by participants in the initiative.

PRIVACY:

Personal data provided to participate in the initiative (the "Personal Data") will be processed by Miroglio Fashion S.r.l., as Data Controller, in accordance with the privacy notice for enrollment in the "Loyalty Program" and issuance of the Loyalty Card available in stores and on the website www.elenamiro.com.

Alba (CN), 09/04/2026

MIROGLIO FASHION S.R.L.