

MIROGLIO FASHION S.r.l.

LOYALTY PROGRAMME – ELENA MIRÒ

TERMS AND CONDITIONS OF THE “LOYALTY OCTOBER 2026 – APRIL 2027 ELENA MIRÒ LOYALTY PROGRAMME” CAMPAIGN

This document sets out the terms and conditions governing the Loyalty Programme of the ELENA MIRÒ brand, owned by Miroglio Fashion S.r.l. (VAT No. 03232400048), with registered office at Via S. Margherita 23, Alba (CN), Italy. Joining the Loyalty Programme implies unconditional acceptance of these Terms and Conditions.

TERRITORY

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

PERIOD

This “October 2026 – April 2027 Elena Mirò Loyalty Programme” Loyalty campaign is valid:

- from 7 October 2026 to 13 April 2027 for collecting loyalty points;
- until 13 April 2027 for redeeming any loyalty credit earned through the points collected.

Notwithstanding the limited duration of the “October 2026 – April 2027 Elena Mirò Loyalty Programme” Loyalty campaign, the Loyalty Programme and the “ELENA MIRÒ” Loyalty Card will remain valid indefinitely.

ELIGIBLE PRODUCTS

All ELENA MIRÒ products available in ELENA MIRÒ stores and Outlets and on the online store www.elenamiro.com, including cosmetics.

ELIGIBLE PARTICIPANTS

Adult end consumers

PURPOSE OF THE PROMOTION

The purpose of this promotion is to promote:

- sales of the ELENA MIRÒ product line;
- free membership of the Loyalty Programme;
- free participation in the “October 2026 – April 2027 Elena Mirò Loyalty Programme” Loyalty campaign.

HOW IT WORKS:

Membership of the Loyalty Programme automatically entitles customers to take part in the “October 2026 – April 2027 Elena Mirò Loyalty Programme” Loyalty campaign, with no need for any further registration.

During the promotional period, a points collection scheme will be run exclusively for customers registered with the Loyalty Programme.

For every purchase made in ELENA MIRÒ stores or Outlets, including the online store www.elenamiro.com, each customer will receive one point for every euro (EUR) or Swiss franc (CHF) spent.

Please note:

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

The levels and credits of the new “October 2026 – April 2027 Elena Mirò Loyalty Programme” Loyalty programme 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:

- **Open: from sign-up 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 according to the loyalty level reached:

OPEN - from 0 up to 249.99 points

- Points earned from 1 to 249.99 are converted at **0%** into loyalty credit (no loyalty credit is loaded);
- **Birthday promo:** 10% off the receipt total (promo loaded onto the Loyalty Card and usable online with a code), **not combinable** with other promotions: valid for 30 days from the date of the customer's birthday.
- **Anniversary promo:** 10% off the receipt total (applied in store or usable online with a code), **not combinable** with other promotions: valid for 14 days from the anniversary of the customer's first registration with the loyalty programme.

PRIVILEGE - from 250 to 699.99 points

- Points earned from 1 to 699.99 will be converted at **5%** into loyalty credit (example: €/CHF 400 spent = 400 points = €/CHF 20 credit);
- **Birthday promo:** 15% off the receipt total (promo loaded onto the Loyalty Card and usable online with a code), **not combinable** with other promotions: valid for 30 days from the date of the customer's birthday.
- **Anniversary promo:** 10% off the receipt total (applied in store or usable online with a code), **not combinable** with other promotions: valid for 14 days from the anniversary of the customer's first registration with the loyalty programme.
- **Level-up loyalty credit:** on reaching the Privilege level, €25 of loyalty credit will be loaded directly onto the loyalty card. The credit will be loaded within 15 days of moving up a level and added to the total loyalty credit available for the current programme. Customers who reach Privilege status in the last 15 days of the programme will have the loyalty credit loaded in the following programme.

ELITE - from 700 points

- Points earned from 700 upwards will be converted at **10%** into loyalty credit (example: €/CHF 800 spent = 800 points = €/CHF 80 credit);
- **Birthday promo:** 20% off the receipt total (promo loaded onto the Loyalty Card and usable online with a code), **not combinable** with other promotions: valid for 30 days from the date of the customer's birthday.
- **Anniversary promo:** 10% off the receipt total (applied in store or usable online with a code), **not combinable** with other promotions: valid for 14 days from the anniversary of the customer's first registration with the loyalty programme.
- **Free shipping** on orders placed at www.elenamiro.com.
To enjoy this benefit, customers must log in to their online account or register online. Customers who already hold a physical loyalty card (issued in store) must enter their card number when registering. 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 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign, **customers who have reached 700 points between 07/10/26 and 13/04/27 will keep their "Elite" level in the following Loyalty campaign.** (Points and any remaining loyalty credit are reset to zero at the start of the new Loyalty campaign of the loyalty programme.)
- **Level-up loyalty credit:** on reaching the Elite level, €50 of loyalty credit will be loaded directly onto the loyalty card. The credit will be loaded within 15 days of moving up a level and added to the total loyalty credit available for the current programme. Customers who reach Elite status in the last 15 days of the programme will have the loyalty credit loaded in the following programme.
- **Alterations voucher:** every Elite customer will be entitled to an alterations voucher worth €/CHF 12. The €/CHF 12 will be deducted from the receipt total on the first purchase made after reaching the Elite level, in physical stores only.

Redeeming loyalty credit earned through points does not affect the level reached.

The level reached depends on the total number of points collected, regardless of the loyalty credit redeemed and of the points still available for conversion into loyalty credit.

For all customers who are already members of the Loyalty Programme and already hold a Loyalty Card, and for new customers who apply for one.

Please note:

- Loyalty Cards issued by the Elena Mirò brand can collect points in all Elena Mirò stores, including Outlets and the online store www.elenamiro.com;
- Loyalty credit earned can only be redeemed in Elena Mirò stores and Outlets, including the online store (i.e. with the brand that issued the card);
- Loyalty credit earned in euro-area countries can be redeemed in Switzerland at a conventional exchange rate of €1 = CHF 1, and vice versa;
- Loyalty credit earned in the programme can be redeemed on purchases worth at least twice the value of the credit to be used (example: on purchases worth €/CHF 100, a maximum of €/CHF 50 of loyalty credit can be redeemed = 50% of the value of the goods). This limit applies to all levels and to any credit earned in the programme;
- Loyalty credit cannot be combined with other current promotions or used on sale items (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, whether in store or online at www.elenamiro.com, earns loyalty points;
- Purchases paid for with a Gift Card by a registered customer, whether in store or online at www.elenamiro.com, allow loyalty credit to be redeemed. The amount paid with a Gift Card does not earn loyalty points (since points are earned when the card itself is purchased);
- Online purchases made by store staff on behalf of customers (using the tablets provided), where available, may allow loyalty credit to be redeemed;
- Once the receipt has been issued in store or the online purchase has been completed, the purchase can no longer be linked to the loyalty card;
- For online purchases made during the last 3 days of validity of the loyalty programme only, points and any credit will be loaded in the following programme;
- Redeeming loyalty credit does not affect the level reached. The level reached depends on the total number of points collected, regardless of the loyalty credit redeemed and therefore of the points still available for conversion into loyalty credit;
- Redeeming credit online implies acceptance of the returns and refunds policy set out on the online store www.elenamiro.com
- Loyalty credit is non-transferable, cannot be exchanged for cash and does not under any circumstances entitle the holder to change;
- On the day after the end of the "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign,

levels, points and any remaining loyalty credit will be lost. For the Elite level only, customers who reached 700 points during the validity period of the expired Loyalty campaign will keep their level and the related benefits on their loyalty card for the new Loyalty campaign of the loyalty programme (points and remaining credit are reset to zero);

- Failure to use the loyalty credit in full will not give rise to any refund and/or change;
- Those entitled to loyalty credit may under no circumstances demand that it be exchanged for cash or any other reward;
- If the customer is not registered when the purchase is completed, whether in store or online at www.elenamiro.com, it will not be possible to request that the sale be linked to a loyalty card, and therefore no points can be earned;
- In the case of multiple registrations (several loyalty cards for the same customer), it is never possible to merge the points and credit of the different loyalty cards onto a single card. Customer Service must be notified and asked to cancel the surplus loyalty cards;
- Cancelling membership of the Loyalty Programme results in the permanent loss, with no possibility of recovery, of all Loyalty Programme benefits (points, level, remaining credit, exclusive promotions);
- The promo code for the birthday or anniversary discount online is only sent to customers who have provided valid contact details and consented to the processing of their personal data for "Marketing" and "Customer profiling" purposes.

JOINING THE LOYALTY PROGRAMME

Customers can join the Loyalty Programme either in any participating ELENA MIRÒ store or online at www.elenamiro.com by registering or logging in to MyAccount.

Membership of the Loyalty Programme entitles customers to take part in this "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign.

Joining in store:

During the promotional period, anyone who fills in the application form at a participating Elena Mirò store will receive the Loyalty Card.

The form will include the privacy notice on the processing of personal data, in accordance with Regulation (EU) 2016/679. The application form will ask for first name, last name, email address or mobile number and full date of birth (day, month and year) as **mandatory information**.

Joining the programme in store allows customers to use the programme and its benefits in store and online, subject to online registration, as described below.

Online registration for customers who have already joined in store:

Customers who joined the programme in store and did not register online at the time can activate the Loyalty Programme online at any time by registering at www.elenamiro.com, selecting "Register" and the "I already have an Elena Mirò loyalty card" section, and filling in the form with the card number issued in store and their personal details.

Joining online

To join the Loyalty Programme online, customers must register at www.elenamiro.com.

Customers can join the Loyalty Programme by clicking "Register" and filling in the online form.

When registering on the website, customers will choose a Username (registration email address) and Password, which they will use to access the dedicated online services. Each customer is solely responsible for keeping their Username and Password confidential. On joining the Loyalty Programme online, customers will receive a virtual card (numeric code) that can also be used in store.

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:

All information required for registration, whether on paper or online, must be complete and accurate: incorrect or incomplete completion of the mandatory fields of the registration form will prevent registration with the Loyalty Programme and the "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign, the crediting of points and their conversion into loyalty credit.

Miroglio Fashion Srl reserves the right to refuse a registration request where there is just cause and after due verification.

Loyalty Card information

The Loyalty Card is completely free of charge.

The Loyalty Card is personal and cannot be combined with other cards.

When applying to join the Loyalty Programme, the process for issuing a physical or virtual Loyalty Card will begin.

Customers who are already members of the Loyalty Programme and already hold a Loyalty Card can of course take part in the "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign without applying for a new one.

To benefit from the promotions reserved for Loyalty Programme members, including the "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign, customers must:

- in store: show their Loyalty Card at the till, or provide the details given when joining the programme for identification purposes, before the receipt is issued. If the card is not shown, proof of identity may also be requested. The digital card issued online may also be shown.
Points will be credited electronically to the Loyalty Card with each purchase and shown on the receipt, which will display the amount spent that day, the corresponding points that will be converted into loyalty credit from the

- following day according to the level reached, and the points available from previous purchases.
- online: register or log in to their profile at www.elenamiro.com. Points will be credited electronically to the Loyalty Card with each purchase, within 36 hours of the end of the return period and only if no return has been made. In the event 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 only be awarded once the products have actually been paid for, and will not be awarded for any deposits paid by the customer.

Once loyalty credit has been redeemed, the amount corresponding to the discount used will be deducted from the customer's personal credit balance. This has no impact on points or level.

Cancelling Loyalty Programme membership

Customers who have already joined the Loyalty Programme and hold a Loyalty Card are considered members of the Loyalty Programme and are entitled, among other things, to the "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign from the time of registration, until they voluntarily request to be removed from the programme by submitting a request via the "Contact us" form on www.elenamiro.com, by emailing customer_care@miroglio.com or by sending a registered letter with return receipt to: MIROGLIO FASHION SRL - Direzione Omnichannel - Via Santa Barbara, 11 – 12051 Alba (CN), Italy, marking the envelope: "Loyalty Programme Cancellation".

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

Upon cancellation of Loyalty Programme membership, points, level and any credit will be lost.

Lost or stolen Loyalty Card

To obtain a replacement card if the card is lost or stolen, customers simply need to request a new card at an ELENA MIRÒ store, providing the details given at registration for identification purposes (proof of identity and a signed loss declaration may be requested).

Promotions, discounts and points will be transferred to the new card as they stood when the previous card was blocked due to loss or theft.

LOYALTY CREDIT

- Loyalty credit earned may be spent, within its period of validity, on any purchase made up to and including 13 April 2027, and the purchase amount must be twice the €/CHF value of the loyalty credit to be redeemed.
- Loyalty credit is non-transferable, cannot be exchanged for cash and does not, under any circumstances, entitle the holder to change.
- Failure to use the loyalty credit in full will not give rise to any refund and/or change.
- Those entitled to loyalty credit may under no circumstances demand that it be exchanged for cash or any other reward.

REDEEMING REWARDS:

At the end of the period for redeeming loyalty credit (13 April 2027), any unused loyalty credit will be reset to zero.

Points earned up to 13 April 2027 may be used to obtain loyalty credit up to and including 13 April 2027. After that date, any unused points will be reset to zero and will no longer entitle the holder to any loyalty credit under this or any other future initiative run by Miroglio Fashion Srl.

Points earned on purchases from the e-commerce websites that have not yet been credited as of 13 April 2027, because the return period has not yet expired, will be credited to the new Loyalty campaign and valued according to its rules.

STATEMENT:

Miroglio Fashion S.r.l. hereby declares that:

The promotion will be communicated through point-of-sale advertising material, by email and on the website www.elenamiro.com, in all cases in compliance with the relevant privacy notice (see the "Privacy" section at the end of these Terms and Conditions).

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

During the Loyalty campaign, the promoter may carry out checks on the points collected and, should any behaviour deemed anomalous or fraudulent be detected, may decide to cancel participation in the "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign of the Loyalty Programme.

The promoter accepts no liability for any problems of access, obstruction, malfunction or difficulty relating to technical equipment, 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 campaign implies full and unconditional acceptance of these Terms and Conditions.

These Terms and Conditions of the "October 2026 – April 2027 Elena Mirò Loyalty Programme" Loyalty campaign may be consulted in store, on the website www.elenamiro.com or requested in copy, at no additional cost, from the promoter MIROGLIO FASHION S.R.L. - Direzione Omnichannel - Via Santa Barbara, 11 – 12051 Alba (CN), Italy, where they will be kept for the entire duration of the campaign and for twelve months after its end.

Any amendments and/or additions made to these Terms and Conditions by the promoter will be communicated to those concerned by means of an appropriate notice.

Any amendments and/or additions will not, under any circumstances, prejudice the rights already acquired by participants in the initiative.

PRIVACY:

The personal data provided to take part 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 joining the "Loyalty Programme" and issuing the Loyalty Card, available in store and on the website www.elenamiro.com.

Alba (CN), 06/10/2026

MIROGLIO FASHION S.R.L