

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

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

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

The Promotion is valid on the official HUGO BOSS Online Store Thailand (hugoboss.com/th, hereinafter referred as the "**Online Store**") and in all participating HUGO BOSS EXPERIENCE Stores and Outlet Stores in Thailand (hereinafter referred 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 2025/07/14 to 2026/01/14 (both days inclusive, hereinafter referred as the "**Promotion Period**"). The Online Store and the Physical Stores are hereinafter referred as the "**Retail Store(s)**" collectively).

You can participate in the Promotion via your MY HUGO BOSS Account (hereinafter referred 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 as "**Goal**") will be automatically determined of your individual purchase history. Your Goal will be displayed under the "My Status" section in your Account.

The maximum Goal is 100.000 THB. 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, cannot exceed 10.000 THB. Instead of redeeming the voucher directly for your next purchase, you can also continue shopping to the next Goal (up to 100.000 THB) and thus increase your voucher value (up to 10.000 THB) as long as the Promotion Period is not over. The next possible Goal will then be displayed in your My Status.

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.

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 (Thailand) at hugoboss.com/th 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 10,00 THB. The discount is proportionally distributed to each clothing item in the shopping cart. In the event of a return, the discounted price will be refunded based on the returned item(s). The customer will lose a portion

of their discount if they return items. Returns are subject to the Online Store Return Policy. Issued by HUGO BOSS AG, Holy-Allee 3, 72555 Metzingen, Germany.

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 Thailand (list available on hugoboss.com/th/stores by using the filter 'HUGO BOSS EXPERIENCE'). The voucher cannot be combined with other promotions, offers and/or discounts, is not transferrable and not refundable. Issued by HUGO BOSS AG, Holy-Allee 3, 72555 Metzingen, Germany.

You can track your progress towards your Goal in your Account under the "My HUGO BOSS Rewards" section. All purchases made during 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 and 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, unauthorised human intervention or local shutdowns due to pandemic or any other event beyond HUGO BOSS' 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.¹ 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 advance notice to be provided. 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 organiser and promoter of this Promotion.

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