

Terms and Conditions for participation in HUGO BOSS EXPERIENCE Sweden

(Issued: June 2017)

1. HUGO BOSS EXPERIENCE participation and Scope of Application

- 1.1 HUGO BOSS AG, Dieselstr. 12, D-72555 Metzingen, Germany ("HUGO BOSS") operates a customer program called HUGO BOSS EXPERIENCE. Any applicant wishing to participate in HUGO BOSS EXPERIENCE must accept the following Terms and Conditions for participation (the "T&Cs") by filling out and signing the application form, either in paper or digital form. Applicants will become participants in HUGO BOSS EXPERIENCE upon receipt of a Welcome Package, including a personal HUGO BOSS EXPERIENCE card.
- 1.2 Any natural person who has attained the age of 18 is eligible to participate once in HUGO BOSS EXPERIENCE. Participation is free of charge.
- 1.3 HUGO BOSS provides all of its services, offerings and the content of the HUGO BOSS EXPERIENCE (in general the "Benefits") exclusively on the basis of these T&Cs and only in those of its own HUGO BOSS stores across Europe that are taking part in HUGO BOSS EXPERIENCE (the "Stores"). Please find attached a list of participating Stores in Denmark, Norway and Sweden. All participating Stores in Europe are listed online at <http://storelocator.hugoboss.com>.

2. Benefits

As a participant in HUGO BOSS EXPERIENCE, you can look forward to exclusive services and offerings from HUGO BOSS. These cover, in addition to personal consulting during personal shopping dates, the use of the excellent HUGO BOSS EXPERIENCE customer service with its own hotline for participants. Furthermore you can take advantage of the alterations service in all Stores in Sweden, Denmark and Norway for purchases made in these Stores. The store specialists will assist in measuring and assessing the ideal fit for you with your new HUGO BOSS products. One standard alteration (minor trouser length or sleeve adjustment) per single men's and/or women's suiting (i.e. formal jackets, trousers, skirts & dresses available of the same fabric) purchased at full price will be performed free of charge. Please note that products altered to your specification cannot be

exchanged. Moreover, selected participants will receive personal invitations to special promotions and events.

3. Card / Card Loss

- 3.1 The participant will receive a HUGO BOSS EXPERIENCE card in his or her Welcome Package. The card is personalised and non-transferable.
- 3.2 The participant is obliged to report the loss, theft or disappearance of his or her HUGO BOSS EXPERIENCE card to HUGO BOSS without delay by sending an e-mail to experience-se@hugoboss.com or calling the HUGO BOSS EXPERIENCE customer service hotline at +45 33188080. The participant may apply for a replacement card.
- 3.3 The participant will be solely responsible for any damage resulting from a delay in or failure to notify HUGO BOSS of the loss of his or her card.

4. Term and Termination

- 4.1 The participant may terminate his or her participation in HUGO BOSS EXPERIENCE at any time with immediate effect. He or she needs only to notify HUGO BOSS of this in writing.
- 4.2 HUGO BOSS may terminate the participant's participation in HUGO BOSS EXPERIENCE at any time by giving no less than 14 days' notice thereof. The right to terminate for cause remains unaffected.
- 4.3 The participant is obliged to make the HUGO BOSS EXPERIENCE card unusable or to send it back to HUGO BOSS or to hand it in at a HUGO BOSS Store without delay after the termination of his or her membership of HUGO BOSS EXPERIENCE.

5. Changes in the Scope of Benefits and the T&Cs

- 5.1 HUGO BOSS reserves the right to alter the scope of the benefits which it provides free of charge or to cease providing them or to charge for such benefits in the future. HUGO BOSS will in this connection pay due regard to the legitimate interests of the participant.
- 5.2 HUGO BOSS reserves the right to amend or supplement these T&Cs with future effect, in particular if this is required by law or is necessary to improve the operation of the program or to prevent abuse. HUGO BOSS will notify the participant in writing by e-mail or letter of any such changes. The participant

will be deemed to have accepted any changes if he or she does not object to them within six weeks from receipt of notice of them from HUGO BOSS or if he or she continues to use the HUGO BOSS EXPERIENCE card after the expiry of the six-week notice period. HUGO BOSS will inform the participant of his or her above-mentioned right of objection and of the consequences of a failure to lodge an objection each time it amends the T&Cs. If the participant lodges an objection, the contract between him or her and HUGO BOSS will continue on the previous terms. HUGO BOSS will, however, be entitled to terminate the participation of the participant with immediate effect and without incurring any liability.

6. Customer Service

If you have any questions about HUGO BOSS EXPERIENCE, please send an e-mail to experience-se@hugoboss.com or call the HUGO BOSS EXPERIENCE customer service hotline at +45 33188080.

7. Final Provisions

The law of the Federal Republic of Germany governs these T&Cs and the entire legal relationship between HUGO BOSS and the Participant in connection with the HUGO BOSS EXPERIENCE card.