PRIZE COMPETITION

"HOLIDAY CONTEST"

PROMOTED BY DESIGN MANAGEMENT S.R.L. UNIPERSONALE

(CL 525/2026)

PROMOTING COMPANY

Design Management S.r.l. Unipersonale, with registered office at Via San Paolo 7, Milan, VAT No. 05063610488 (hereinafter, the "Promoter").

DELEGATED PARTY

Clipper S.r.l., with registered office at Viale Caterina da Forlì 32, Milan, VAT No. 06601410159 (hereinafter, the "Delegate").

NAME AND TYPE OF INITIATIVE

Prize competition named "HOLIDAY CONTEST" (hereinafter, the "Competition").

TERRITORY

The Competition will take place at The Mall Firenze, located at Località Leccio, Via Europa 8, 50066 Reggello (FI) (hereinafter, "The Mall Firenze"), and at The Mall Sanremo, located at Via Armea 43, 18038 Sanremo (IM) (hereinafter, "The Mall Sanremo").

Participation in the Competition is permitted exclusively in connection with purchases made, during the validity period of the initiative, at participating stores located within The Mall Firenze and The Mall Sanremo.

DURATION

The Competition will run from 19 November 2026 to 6 January 2027, inclusive (hereinafter, the "Duration"). The official record of the awarding of the instant-win prizes and the final draw will be prepared by 15 January 2027.

ELIGIBILITY

The Competition is open to all end consumers who are customers of the Promoter, are at least 18 years old at the time of participation, and are members of The Mall Club loyalty programme or register during the Competition. At the time of completing a purchase at one of the stores located at The Mall Firenze or The Mall Sanremo, participants must present their relevant QR Code to the authorised staff (hereinafter, the "Participant(s)").

Please note that participation in the above-mentioned "Final Draw" is reserved exclusively for Participants who are resident or domiciled in Italy.

Each Participant will be identified by their personal QR Code, which is associated with the information provided upon registration on the website https://themall.it/en/the-mall-club.

The following are excluded from participation in this Competition:

- all employees of the Promoter and their respective relatives and spouses;
- companies affiliated with the Promoter and the stores at The Mall Firenze and The Mall Sanremo;
- resellers, wholesalers, retailers and store owners;
- entities, firms or companies (legal persons) making purchases using a VAT number and therefore not qualifying as Consumers pursuant to Article 3(1)(a) of Legislative Decree No. 206/2005.

PURPOSE OF THE COMPETITION

The Competition is intended to promote and encourage purchases at the stores located within The Mall Firenze and The Mall Sanremo (hereinafter, individually or jointly, the "Store(s)"), as well as to reward Participants.

For the purposes of participation in the Competition, purchases of €500.00 or more (including VAT), evidenced by a single purchase receipt or equivalent tax document and made by Participants during the Duration of the Competition at Stores located within The Mall Firenze and The Mall Sanremo, will be deemed valid. Purchases made at the ToscaNino and AdHoc Food Lounges are expressly excluded.

ADVERTISING

The full Competition rules will be available for consultation by Participants on www.themall.it.

References to the Competition will also be displayed within The Mall Firenze and The Mall Sanremo, as well as through any other online and offline communication channels that the Promoter may deem appropriate from time to time.

HOW TO PARTICIPATE

The Promoter is organising the Competition with two separate methods of participation, as described below.

1) "SCRATCH&WIN" METHOD

To participate in the "Scratch & Win" method of the Competition, Participants must make a purchase of at least €500.00 (five hundred/00), including VAT, at The Mall Firenze or The Mall Sanremo in a single transaction, evidenced by a single receipt or equivalent tax document.

At the time of purchase, Participants must present their personal QR Code as proof of their membership of The Mall Club. Participation in this game method is, in fact, reserved exclusively for customers who are duly registered with The Mall Club.

Once the purchase has been registered and the eligibility requirements have been verified, the eligible Participant will immediately receive a message at the email address associated with their The Mall Club account, inviting them to visit the Mall's Welcome Lounge at which the purchase was made in order to collect the relevant participation card (hereinafter, the "Card").

In particular, Participants will be entitled to receive one (1) Card for every €500.00 (five hundred/00), including VAT, spent at a single participating Store, as evidenced by the relevant tax document, up to a maximum of three (3) Cards at each Mall for the entire Duration of the Competition. The maximum total eligible spend will therefore be €1,500.00 (one thousand five hundred/00) per Mall.

By way of example, subject to compliance with the conditions set out above:

- a purchase of €900.00 entitles the Participant to one (1) Card;
- a purchase of €1,500.00 entitles the Participant to three (3) Cards;
- two purchases of €600.00 and €1,400.00, respectively, entitle the Participant to a total of three (3) Cards (one Card for the first purchase and two Cards for the second purchase).

The right to collect the Cards is subject to compliance with all participation conditions set out in these Rules, including the maximum limits specified above.

Participation Cards and prizes

A total of 3,000 (three thousand) Cards will be produced for this game method, allocated as follows:

- The Mall Firenze (TMF): 2,000 Cards, of which:
  - 160 winning Cards for a Sleeping Ritual Kit;
  - 8 winning Cards for a Panettone;
  - 30 winning Cards for a QC Terme SPA experience;
  - 4 winning Cards for a wine experience;
  - 1,798 non-winning Cards.
- The Mall Sanremo (TMS): 1,000 Cards, of which:
  - 80 winning Cards for a Sleeping Ritual Kit;
  - 4 winning Cards for a Panettone;
  - 15 winning Cards for a SPA experience;
  - 2 winning Cards for a wine experience;
  - 899 non-winning Cards.

The Cards will be "Scratch & Win" scratch cards, featuring a scratch-off coating underneath which the result of the play will be indicated.

The possible outcomes are:

- "Sleep ritual kit" – prize: Sleeping ritual kit;
- "Panettone" – prize: Panettone;

- “SPA Voucher” – prize: SPA experience;
- “Wine Experience Voucher” – prize: Wine experience;
- non-winning symbol (for example, a sad smiley) – non-winning Card.

Collection and use of the Cards

Cards must be collected from the Welcome Lounge of the relevant Mall no later than 6 January 2027. After this date, any Cards not collected may no longer be handed over to Participants and the right to collect them will lapse.

The Card must be scratched immediately upon collection and directly at the Welcome Lounge of The Mall Firenze or The Mall Sanremo, under the supervision of authorised staff.

In the event of a win, the Participant must immediately collect the prize from the same Welcome Lounge and hand the winning Card to the authorised staff, who will cancel it to prevent any further use.

Preparation and distribution of the Cards

A substitute declaration in lieu of an affidavit will be prepared, certifying that the Cards have been duly produced and randomly distributed at The Mall Firenze and The Mall Sanremo in accordance with the procedures set out in these Rules.

At the end of the Competition, any prizes that have not been awarded or claimed, for any reason, will be donated to the non-profit organisation specified in these Rules, in accordance with applicable law.

2) FINAL DRAW METHOD

In addition, based on purchases made during the Duration, Participants who are resident or domiciled in Italy may enter the final draw for the prize on offer, regardless of whether or not they have won a prize through the “Scratch & Win” method.

There will be one single final draw, shared by both Malls, The Mall Firenze and The Mall Sanremo.

Accordingly, all Participants who have met the participation requirements set out in these Rules, regardless of the Mall at which they made their purchases, will take part in the same final draw for the prize consisting of a journey aboard the Orient Express La Dolce Vita train, as described in more detail below.

To enter the final draw during the Duration, Participants must:

- make at least one (1) purchase of €500.00 or more at a participating Store located at The Mall Firenze or The Mall Sanremo, presenting their QR Code identifying their The Mall Club membership at the checkout before the purchase is completed;
- collect the Card(s) to which they are entitled from the Welcome Lounge, as indicated in the preceding section, in order to take part in the “Scratch & Win” method of the Competition, and scratch the Card(s) under the supervision of authorised staff.

Entry into the final draw will take place automatically and regardless of whether the Participant wins any of the prizes available through the “Scratch & Win” method.

Please note that if a purchase is made without being linked to the QR Code identifying the Participant's The Mall Club membership, it will not be considered valid for the purposes of entry into the final draw.
Likewise, if the Participant does not collect and scratch the Card(s) to which they are entitled at the Welcome Lounge and under the supervision of authorised staff, they will not be eligible to enter the draw.
The Promoter will prepare a single database containing purchases made at both Malls by Participants who have duly completed their registration for the Competition on the website by the required deadline. This database will be used to conduct the final draw, in which all eligible Participants will take part jointly, regardless of the Mall at which the eligible purchases were made.
The information contained in the Promoter's accounting system will be used to prepare the database.
Each Participant who has duly complied with all the conditions set out in these Rules will be entered in the database for the final draw only once, regardless of the number of Cards received.
The Promoter reserves the right to carry out all checks necessary to verify the validity of entries, and consequently to cancel any entries that do not comply with these Rules and/or exclude Participants who fail to comply with their provisions.
In particular, the validity of transactions and any returns or refunds of purchases will be checked. If identified, these will render the relevant purchases invalid for the purposes of entry into the final draw.

PRIZE AWARD AND DRAW

By 15 January 2027, in Milan and in the presence of a Notary Public or an officer of the Chamber of Commerce responsible for Consumer Protection, the official record of the awarding of the prizes granted during the event through the "Scratch & Win" method and the "Final Draw" method will be prepared.
For the purpose of recording the prizes won through the "Scratch & Win" method, the Promoter will provide a statement indicating the number of all prizes awarded and any prizes not awarded that must be donated to the non-profit organisation.
For the final draw, the Promoter will provide the database containing the details of all eligible Participants who have complied with the requirements set out in these Rules.
One (1) winner and ten (10) reserve winners will be drawn from the database. The reserves will take the place of the original winner if they cannot be reached or are found to be ineligible.

WINNER NOTIFICATION

The winner of the final draw will be notified by email using the email address provided upon registration with The Mall Club and, if available, the telephone number associated with the Participant's profile. At least three (3) contact attempts will be made on different days and at different times.
The winner will be provided with all information necessary to redeem and/or receive the prize. The Promoter reserves the right to request a copy of a valid identity document in order to verify that the details provided

upon registration with The Mall Club match the winner's identity and, where applicable, to request documentation proving that the purchase was made.

If the details provided upon registration with The Mall Club do not match the identity document received, or if the validity of the entry cannot be verified, the prize may not be awarded and will be allocated to the first eligible reserve winner.

To validate the win, the winner must confirm their personal details (first name, surname, email address and telephone number) no later than four (4) days from the date on which the winning notification is sent, following the instructions provided by the Promoter in that notification, and submit any requested documentation, where applicable.

If the above deadline expires without the required response, the winner will forfeit the right to the prize and the first eligible reserve winner will be contacted.

The prize may not be transferred to third parties or exchanged for cash.

The Promoter, or any party appointed by it, accepts no liability in respect of a winner where:

- the email address provided upon registration with The Mall Club is non-existent, incorrect, incomplete or out of date;
- the email inbox is full, disabled or inaccessible;
- the winning notification email is blocked by anti-spam systems or security filters;
- no response is received from the host computer after the winning notification email has been sent;
- the email address provided by the Participant is included on a blacklist;
- technical faults or network issues occur that are not attributable to the Promoter.

PRIZES

"Scratch & Win" Instant-Win Method – The Mall Firenze

160 Sleeping Ritual Kits, with an indicative value of €19.90 each, including VAT.

8 Panettone cakes, with an indicative value of €151.50 each, including VAT.

30 vouchers for a SPA experience, with an indicative value of €156.00 each, including VAT.

4 vouchers for a wine experience, with an indicative value of €380.00 each, including VAT.

"Scratch & Win" Instant-Win Method – The Mall Sanremo

80 Sleeping Ritual Kits, with an indicative value of €19.90 each, including VAT.

4 Panettone cakes, with an indicative value of €151.50 each, including VAT.

15 vouchers for a SPA experience, with an indicative value of €156.00 each, including VAT.

2 vouchers for a wine experience, with an indicative value of €380.00 each, including VAT.

Final Draw Method

One (1) trip aboard the Orient Express La Dolce Vita train for two people, with a choice of one of the following itineraries:

- Carnival Party (departure on 8 February 2027: Rome to Venice);
- The Italian Wine Route (departure on 25 March 2027: Rome to Bolgheri and Venice);
- Rome, Bolgheri and Venice (departure on 29 March 2027);
- Venice, Florence and Rome (departure on 18 April 2027).

All options include a two-day, one-night stay, accommodation in a double cabin, meals on board the train according to the selected itinerary, alcoholic and non-alcoholic beverages, entertainment and a dedicated steward.

The booking for the selected itinerary must be made at least 15 days before the departure date: otherwise, it will be necessary to choose a later date, while still adhering to the 15-day notice period.

Experiences off the train, personal expenses, tips, transfers to and from the departure/arrival station, and anything not expressly specified above are excluded.

Once the prize has been accepted, the winner must email the Promoter their personal details, together with those of their companion, and their chosen travel itinerary. A personal travel consultant from the Supplier will assist the winner up to departure and throughout the trip. Upon receipt of this information, the Supplier will issue a voucher in the names of the winner and their companion.

If, after the voucher and travel documents have been issued, the winner fails to appear for departure at the designated location and/or is unable to use the prize for personal reasons, the prize will be deemed to have been duly awarded.

If the trip cannot be undertaken, in whole or in part, for reasons not attributable to the Promoter, including, by way of example and without limitation, faults, delays or interruptions affecting the railway line or infrastructure, unavailability of rolling stock or train paths, measures taken by the railway infrastructure manager or public authorities, strikes, natural disasters, extreme weather events, pandemics or geopolitical crises, the Promoter will offer the winner an alternative date and/or itinerary aboard the “La Dolce Vita” Orient Express train, to be used by 31 December 2027.

The average indicative value of the trip is €8,500.00, including VAT.

TOTAL PRIZE VALUE

The indicative total prize value is €24,394.00, including VAT. The Promoter will provide an appropriate guarantee in favour of the Ministry of Enterprises and Made in Italy for this amount.

WAIVER OF RIGHT OF RECOURSE

The Promoter declares that it waives its right to recover from the winners the withholding tax referred to in Article 30 of Presidential Decree No. 600 of 29 September 1973.

UNDERTAKINGS AND WARRANTIES

The prizes offered may not be exchanged for cash, nor may winners request alternative prizes, whether or not by adding money, including prizes of lower value.

Only where circumstances arising after the launch of the Competition make this necessary may the Promoter, at its discretion, replace a prize with a different good or service of equal or greater value.

The prizes will be made available within 180 days of the draw date.

The Promoter accepts no liability for access problems, impediments, malfunctions or difficulties relating to technical equipment, telephone lines, cables, electronic systems, software and hardware, transmission and connection systems or Internet connectivity, including, but not limited to, malfunctions of servers used by the Promoter and/or delays in connection or data transmission that may prevent a Participant from entering the Competition.

If the total prize pool is not fully claimed or awarded, other than in cases of express refusal, it will be donated to: Fondazione Dynamo Camp ETS ©2025, Via Giovanni Bovio 6, 20159 Milan (MI), Tax Code: 90040240476, including in the form of alternative goods or services of equal value.

The winner will forfeit the right to receive the prize if their entry is found to be invalid in accordance with the provisions set out above.

Participants who have entered the Competition in breach of these Rules will be automatically disqualified, including, by way of example and without limitation, those who have used software or IT tools capable of altering entries.

The Promoter reserves the right to disqualify Participants whose conduct is intended to circumvent these Rules or interfere with the proper conduct of the Competition.

The Promoter reserves the right to take action against all parties involved, as it deems most appropriate and in compliance with applicable laws.

The Promoter, or any companies appointed by it to manage the Competition, reserves the right to take any measures it deems appropriate, in compliance with applicable laws, to restrict and prevent any attempt to circumvent the system put in place.

If a Participant exercises their right to return a purchase/transaction that generated an entry into the Competition, the Promoter reserves the right to cancel the related instant-win entry and/or entry into the final draw.

The Promoter may under no circumstances be held liable for any issues or damage arising during the use of the prizes offered. By entering the Competition, winners indemnify the Promoter and hold it harmless from any issues, damage and/or injury to property and/or persons arising during the use of the prizes offered.

The use and enjoyment of prizes may be subject to the terms and conditions established by the third-party manufacturers, distributors and/or providers of the prizes covered by these Rules.

PROCESSING OF PERSONAL DATA

The Participants' personal data collected in connection with the Competition will be processed by the Promoter, acting as data controller, in accordance with applicable personal data protection legislation, and in particular Regulation (EU) 2016/679 and Legislative Decree No. 196/2003, as amended. Further details are set out in the privacy notice available at http://themall.it/.