MIROGLIO FASHION S.r.l. LOYALTY PROGRAM – FIORELLA RUBINO TERMS AND CONDITIONS OF THE ACTIVITY “LOYALTY NOVEMBER 2026 – MAY 2027 FIORELLA RUBINO

LOYALTY PROGRAM”

This document sets out the terms and conditions governing the operation of the Loyalty Program relating to the FIORELLA RUBINO brand, owned by Miroglio Fashion S.r.l. (P. Iva 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 European Union member states within the euro area and in Switzerland, at all Fiorella Rubino branded stores, including Outlets, and on the online shop at www.fiorellarubino.com.

PERIOD

The “November 2026 – May 2027 Fiorella Rubino Loyalty Program” is valid:

• From November 4th, 2026 to May 4th, 2027 for point collection

• Until May 4th, 2027 to use any accrued loyalty credit

Regardless of the limited duration of this activity, the Loyalty Program and Loyalty Card remain valid indefinitely.

PROMOTIONAL PRODUCTS

All FIORELLA RUBINO products available in stores, Outlets and online, including cosmetics.

ELIGIBLE PARTICIPANTS

Final consumers of legal age.

PURPOSE OF THE PROMOTION

This promotion aims to:

• promote the sale of FIORELLA products

• encourage free enrollment in the Loyalty Program

• encourage participation in the Loyalty activity

MECHANICS

Enrollment in the Loyalty Program automatically allows participation in the Loyalty activity, with no additional registration required.

During the promotional period, points will be collected by registered customers. Customers will receive 1 point for every euro or Swiss franc spent (1€ = 1 point / 1CHF = 1 point).

Points from in-store purchases are credited the following day. Points from online purchases are credited within 36 hours after the return period expires, provided no return is made.

LEVELS AND LOYALTY CREDIT

Points allow access to the following levels:

• Follower: from 0 to 99 points

• Friend: from 100 to 299.99 points

• Fan: from 300 to 999.99 points

• Ambassador: ≥ 1000 points

Points are converted into loyalty credit depending on the level:

FOLLOWER (0–99 points)

• 0% loyalty credit

• Birthday promo: 20% discount

FRIEND (100–299 points)

• 10% loyalty credit (e.g. €200 = €20 credit)

• Birthday promo: 20% discount

FAN (300–999 points)

• 15% loyalty credit

• Birthday promo: 20% discount

• Free shipping on online orders

AMBASSADOR (≥1000 points)

• 15% loyalty credit

• Birthday promo: 25% discount

• Free shipping on online orders

The level achieved depends on the total number of points accumulated, regardless of credit usage.

GENERAL CONDITIONS

• Loyalty credit can only be used on purchases with a value at least double the credit used

• Not combinable with other promotions or sale items

• Not convertible into cash

• No cash refund or change will be given

• Gift Cards generate points when purchased, but not when used

• Credit usage does not affect the level achieved

PROGRAM ENROLLMENT

Customers can join:

• in-store

• online at www.fiorellarubino.com

Registration requires complete and accurate personal data.

LOYALTY CARD

• Free of charge

• Personal and non-transferable

• Available in physical or digital format

PROGRAM USAGE

• In-store: present the card before payment

• Online: log into your account

Points cannot be added after the purchase is completed.

CANCELLATION

Customers may cancel their participation at any time. Cancellation results in the loss of points, level and credit.

LOSS OR THEFT OF THE CARD

A replacement card can be requested in-store. Points and benefits will be transferred.

LOYALTY CREDIT

• Usable until May 4th, 2027

• Not convertible into cash

• Non-refundable

REWARD CLAIMS

Unused credit will be cancelled at the end of the period. Unused points will also be forfeited.

DECLARATION

Miroglio Fashion S.r.l. declares that:

• the promotion will be communicated via in-store materials, email and website

• improved conditions may be offered during the campaign

• checks may be carried out and participation cancelled in case of fraud

The company is not responsible for technical issues preventing access to the website.

Participation implies full acceptance of these Terms and Conditions.

The full regulation is available in-store, online, or upon request at: MIROGLIO FASHION S.R.L. - Direzione Omnichannel - Via Santa Barbara, 11 – 12051 Alba (CN)

PRIVACY

Personal data will be processed in accordance with applicable regulations and the privacy policy available in-store and online.

Alba (CN), 04/11/2026

MIROGLIO FASHION S.R.L