

## Benefeet Birthday discount: Regulations

On the birthday of a registered subscriber to Benefeet, Geox will grant a 15% discount on the sales receipt total, for the purchase of any type of product, carried out by a Benefeet registered subscriber, with no minimum spending threshold.

The initiative is valid until 31.12.2018 in participating Geox Shops on UK territory and at geox.com for purchases delivered in the United Kingdom. The initiative is not valid at Outlet Geox. The list of participating Geox Shops is available on the geox.com website, in the Benefeet section.

The birthday discount is honoured, only where a birth date has been correctly entered by the registered Benefeet subscriber in his or her profile. The registered Benefeet subscriber can check that his or her own date of birth is present and correct, at any Geox Shop, and/or by accessing his or her own profile on the Benefeet personal web page, where this is activated, at geox.com.

The birthday discount is honoured on the first purchase carried out during the period running from 7 days prior to, until 7 days subsequent from, the birthday date. Example: if the registered Benefeet subscriber has a birthday on 12 October, the discount is honoured on the first purchase carried out between 5 October and 19 October, inclusive.

The birthday discount is applied to the total value of the sales receipt/transaction, before any redemption of an "Every step brings a benefit" promotion discount voucher, the use of which is permitted, only where this is of equal or lesser value than the receipt/transaction total, following application of the birthday discount.

In the event of a return of a product against which the birthday discount has been redeemed, the discount value applied shall be transferred to the substituted product, provided that the substitution takes place during the birthday discount validity period, which is within 7 days of the birthday date.

The birthday discount is also valid during the course of official sales and other promotional periods and can be used in conjunction with these and "Every step brings a benefit" discount vouchers.

Geox grants registered Benefeet subscribers the same discount, in the same way, also on the event of the birthday of their own children, up until their 14th birthday, provided that the registered Benefeet subscriber has previously completed his or her own profile on the Benefeet personal web page with the date of birth of his or her own children. The registered Benefeet subscriber can add a maximum of 4 children and may therefore benefit from a maximum of 4 birthday discounts for his or her own children, as well as his or her own birthday discount.

Each birthday discount is applicable to one purchase only. Any available additional birthday discounts (i.e. one for his or her own birthday, and one for the birthday of his or her own children) does not permit the cumulative application of both discounts on the same purchase.

**Events Bonus:** during the period of validity of the initiative, Geox reserves the right to introduce special promotional events at given Geox Shops and/ or at geox.com and/or for given periods of time and/or for given product lines and/or for given categories of Benefeet subscribers. Details of the events (duration, products included, etc.) will be communicated to the Benefeet subscribers involved.