

Regulations for the Benefeet “Every step brings a benefit” 2018

1. What it is

“Every step brings a benefit” is an exclusive promotion for subscribers to our Benefeet program: with every purchase of a Geox product in participating Geox Shops or at geox.com, subscribers get “step-points” that can be converted into discounts to use when purchasing other Geox products.

2. Validity period

The promotion is valid from 9/1/2018 to 29/11/2018. The discount vouchers must be used no later than 2/12/2018.

3. Where the promotion is valid

In Geox Shops taking part in the campaign in the United Kingdom and at geox.com for purchases delivered in the United Kingdom. The promotion does not apply in Geox Outlet shops. The list of participating Geox Shops can be found at geox.com in the Benefeet section.

4. Who it's for

Customers, over the age of 18, who already subscribe to the Benefeet program or who register between 9/1/2018 and 29/11/2018. Customers can register for the Benefeet program free of any charge at any Geox Shop, even if the shop is not involved in the campaign, or at geox.com in the Benefeet section. Employees and associates of the promoter companies (Geox S.p.A., Geox Retail S.r.l., The Level Group S.r.l.) may not take part.

5. How to get points

On all purchases made between 9/1/2018 and 29/11/2018 at participating Geox Shops in the United Kingdom and on all purchases at geox.com (delivered in the United Kingdom and using the customer's own account My Geox), customers will receive step-points (referred to as “points” below), as follows:

- 1 point per £1 spent on adult footwear/apparel/accessories;
- 1 point per £1 spent on footwear cleaning products/insoles, shopping bags and repair/tailoring services (*);
- 2 points per £1 spent on Children's footwear/apparel/accessories (including Baby, Junior, Teenager).

The purchase of gift cards and delivery fees do not contribute towards the accrual of points. Points are calculated on the rounded down total net value of each line of the sales receipt/transaction (**) for the following products/services:

- Men's and Women's footwear, apparel and accessories (Adult lines): £1 = 1 point;
- Baby, Junior and Teenager's footwear, apparel and accessories (Children's lines): £1 = 2 points.

All products not included in the above categories – footwear cleaning products, insoles, shopping bags and repair/tailoring services (*) – are considered as “Adult products” for calculating the number of points: £1 = 1 point.

Example: a receipt/transaction with 2 products, 1 Children's (price £64.90) and 1 Adult (price £120.90) will be awarded 248 points ($64 \times 2 + 120$).

(*) only in participating Geox Shops, as repair/tailoring services are not currently available on geox.com

(**) This refers to the net value of each line of the sales receipt/transaction and means the price of each item:

- purchased on the same sales receipt/transaction;
- less any deduction made for associated promotions and/or discounts (sales, promotions, etc.).

Purchases from geox.com delivered to a country other than the United Kingdom: if this promotion is ongoing in that country, the purchase will generate points that can only be used in that country and cannot be added to points gained in the United Kingdom (see section 8 for more details). Example: if a Benefeet member buys a product for a friend in France, so long as this promotion is running in France, the points earned in France cannot be added to the United Kingdom total; if this promotion is not running in France, the purchase will not earn any points.

Use of the Birthday Discount

The 15% Birthday Discount is applied to the total value of the sales receipt/transaction before any deductions are made using discount vouchers.

Example: if, in the same transaction, I purchase one children's item for £50, one adult product for £100 and a cleaning product for £8 using the 15% birthday discount I received for my birthday on the 8th of March and the £10 discount voucher obtained from a purchase on the 5th of March, the sum I pay will be £124.30 (*) and I will earn 165 points (**).

(*) $(£50 + £100 + £8) = £158 - £23.70$ (birthday discount) = $£134.30 - £10$ (discount from previous purchase);

(**) 84 points for the children's product (obtained by: $£50 \times -15\% = £42.50 \rightarrow 84$ points) + 85 points for the adult product (obtained by: $£100 \times -15\% = £80 \rightarrow 85$ points) + 6 points for the cleaning product (obtained by: $£8 \times -15\% = £6.80 \rightarrow 6$ points) - 10 points redeemed from the £10 purchase discount.

In the case of application of extra discounts

Purchases benefitting from sales or other general discounts applied by geox.com or a participating Geox shop contribute towards the accrual of points at the net value subsequent to the discount being applied.

Purchases with credit notes

Purchases of substitute products purchased with credit accumulate points on the purchase price indicated on the sales receipt for the value of the transaction after the deduction of the value of any other discounts and/or promotions. Note that credit notes can only be used in participating Geox

shops and cannot be used for purchases on geox.com.

Example a):

1. I have no points;
2. purchasing 1 children's product for £50 I receive 100 points;
3. the next day I return the purchased product and the return is associated with my Benefeet code: therefore 100 points are subtracted;
4. if I substitute the purchased product immediately with another of equal value, the subtracted 100 points are returned to me; hence the balance after the substitution is equal to 100 points.

Total balance: 100 points.

Example b):

1. I have no points;
2. purchasing 1 children's product at the discount price of £40 I receive 80 points.
3. the next day I return the purchased product. The return is associated with my Benefeet code: therefore 80 points are subtracted;
4. I do not substitute the product immediately, and I receive a credit note for £40: the credit note does not add to my points total which therefore stays at zero;
5. I go back to the shop at a later date to use the £40 credit note to purchase a children's product for £60, paying the £20 difference; I receive 120 points;

Total balance: 120 points.

In case of returns

Returns of products are registered on a separate line of the sales receipt/transaction (and so do not contribute to the net value of the purchased product, as opposed to discounts and promotions). In case of a return of a product, the points are calculated by applying the principles in this section 5, except in this instance the amount is then deducted from the customer's points total.

Example: for the return of a Children's product purchased for £50 with -20% promotional discount, 80 points ($£50 \times -20\% \rightarrow £40 \times 2$ points) would be attributed to that product and the 80 points would then be deducted from your points total.

Purchases with discount vouchers awarded under the "Every step brings a benefit" promotion

The discount vouchers used when purchasing a product form a separate line on the sales receipt/transaction (and so do not contribute to the net value of the purchased product, as opposed to other discounts and promotions).

When making a purchase using a discount voucher, the points to be attributed to that purchase will be reduced by an amount based on multiplying the face value of the voucher by -1.

Example:

On 18th May I purchase (4 lines on the sales receipt/transaction):

1. a pair of adult shoes for £101.12, with a 20% promotional discount;
2. a pair of children's shoes for £50;
3. I use a £10 discount voucher;
4. I return one children's product purchased for £20 and immediately substitute it with another children's product of the same value.

Points calculated per line on the sales receipt/transaction:

1. +80 points ($\text{£}101.12 \times -20\% \rightarrow \text{£}80.90$ rounded down);
2. +100 points ($\text{£}50 \times 2$);
3. -10 points ($\text{£}0 \times -1$);
4. -40 points ($\text{£}20 \times -2$) for the return and +40 points for the substitute product ($\text{£}20 \times 2$). Total points from the sales receipt/transaction: 170 points ($80 + 100 - 10 - 40 + 40$)

6. Rules for collecting points

To collect points earned, the purchaser must identify themselves as a Benefeet subscriber before the sales receipt is issued or before the conclusion of the transaction on geox.com, and must at the same time also provide their first name and surname, mobile phone number or e-mail as given in their Benefeet registration. If this is not done then the points will not be awarded to the purchase and it is not possible to claim or recover any points once the sales receipt is issued or the transaction on geox.com is completed.

7. Bonus points

Multi-channel Bonus: consumers subscribing to the Benefeet program who purchase at least 2 Geox brand products (excluding cleaning products, insoles, shopping bags, gift-wrapping paper, repair/tailoring services and delivery fees) in two different channels – namely at least one purchase in a Geox Shop adhering to the promotion and at least one purchase on geox.com (provided the delivery is made in the United Kingdom) – will receive a one-off bonus of 50 points that will be awarded when the second of the two purchases is made as above; in the case of unexpected technical problems, the bonus will be awarded within 48 hours. The multi-channel bonus is cumulative with the Benefeet personal profile link to the My Geox personal account bonus and with the events bonus.

Benefeet personal profile link to the My Geox personal account bonus: Consumers who link their Benefeet personal profile to their My Geox account will be granted a one-off 20 point extra bonus. NB: to be entitled to the bonus, it is necessary for the consumer to have given consent to receive communications via newsletters from geox.com and that the e-mail address of their Benefeet profile and the e-mail address of their My Geox personal account are the same.

To register for the newsletter, consumers must gain access to the Newsletter field in their My Geox account. To accrue the bonus, consumers must comply with the following procedures (which are different, depending upon one's status), as follows:

- a) If you are registered with the Benefeet program and have a My Geox account, but still have not linked the two profiles, access your My Geox account through the <https://www.geox.com/en/my-account> page, access the Benefeet section and complete the procedure described for linking the two profiles.
- b) If you are registered with the Benefeet program, but do not have a My Geox account, access the <https://www.geox.com/en/create-account> page, create a My Geox account by inserting your personal data, choosing the option "I already have a Benefeet profile and wish to link it to My Geox account" and complete the procedure described.
- c) If you are not registered with the Benefeet program, but have a My Geox account, access your My

Geox account at the <https://www.geox.com/en/my-account> page, click “Benefeet” on the menu and complete the mandatory fields for Benefeet registration.

d) If you are not registered with the Benefeet program and do not have a My Geox account, access the <https://www.geox.com/en/create-account> page, create a My Geox account by inserting your personal data, choose the “I want to immediately join the Benefeet program!” option and complete the procedure described. NB: if you choose the “I will register with the Benefeet program at a later date” option, then the bonus will be awarded only if you link your Benefeet profile prior to the end date of the promotion (29/11/2018).

The bonus will be awarded once the above-mentioned procedure has been completed, based upon one’s data applicable to those mentioned above; in the case of unexpected technical problems, the bonus will be awarded within 48 hours. The bonus will not be awarded to consumers who have already linked the two profiles prior to the commencement of the promotion (9/1/2018). The bonus awarded for linking one’s Benefeet personal profile to one’s My Geox account is cumulative with the multi-channel purchase bonus and with the events bonus.

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. Cleaning products, insoles, gift cards, repair/tailoring services and delivery charges are not included. Details of the events (duration, products included, etc.) will be communicated to the Benefeet subscribers involved. The events bonus is cumulative with the multi-channel purchase bonus and the Benefeet personal profile link to the My Geox personal account bonus.

8. How to accumulate points

Customers may accumulate points at any Geox Shop taking part in the campaign (even if it is different to the Geox Shop where they registered for the Benefeet program), including geox.com.

The “Every step brings a benefit” promotion does not apply retrospectively, and customers cannot claim points for purchases made before their date of registration with the Benefeet program, even if they purchased products during the validity period of the promotion (see section 2). Customers also cannot claim points for purchases in a Geox Shop which only started taking part in the campaign at a date after the purchase was made.

When a customer registers with the Benefeet program they are allocated a customer code. If a customer registers more than once, they will be allocated more than one customer code. Points accumulated by the same Benefeet subscriber, but with different customer codes even if belonging to the same person, cannot be counted together or moved from one customer code to another.

Points awarded in different Geox Shops in the United Kingdom and/or at geox.com for purchases delivered from the United Kingdom made by the same Benefeet subscriber using a single customer code, are counted together and allocated to that one customer code.

Benefeet subscribers who accumulate points in Geox Shops and/or at geox.com in more than one

country are awarded separate and distinct points balances for each country and these cannot be added together to make a single points balance. Therefore, each points balance corresponds to the particular status granted to the Benefeet subscriber in each country and any benefits associated with the same are redeemable only in the country in which they were awarded.

Benefeed subscribers can check their point balances and discount vouchers still available on their sales receipts or on order confirmations following a purchase on geox.com or their Benefeet personal account. The points balance and discount vouchers still available are updated at the time of the purchase/event that generated points/discount vouchers; in the case of unexpected technical problems, the updated balance of points/discount vouchers will be visible within 48 hours.

9. Discount vouchers and status

The following discount vouchers are awarded when the Benefeet subscriber obtains certain numbers of points:

Points	Status	Voucher
150	Urban Walker	£10
250	Globe Walker	£15
500	Moon Walker	£25
1000	Star Walker	£50

Discounts can be used exclusively for purchasing products at full price (and not for products sold at any discounted price, whether as part of a “sale” or any other promotion) and only between 9/1/2018 and 2/12/2018 (this being the final date for using discounts).

Discount vouchers cannot be used to purchase cleaning products, insoles, and/or gift cards and/or for paying for repair/tailoring services or delivery charges.

On reaching each of the above points balances and associated statuses, Benefeet subscribers are awarded the corresponding discount vouchers, which can be used at participating Geox Shops in the United Kingdom (so long as customers provide their account details before the issue of the sales receipt) or at geox.com for purchases delivered in the United Kingdom (subject to recognition of the My Geox account prior to the conclusion of the transaction and so long as customers provide their account details before the conclusion of the transaction).

Discount vouchers are only redeemable in the country in which they were awarded; therefore, in the case of purchase made on geox.com, a discount voucher may only be redeemed when the country shipping the product coincides with the country that issued the points allowing the accrual of the discount voucher; otherwise, the discount voucher is not redeemable.

On reaching Urban Walker status, the corresponding discount voucher is awarded and may be used

on a subsequent purchase no later than 2/12/2018.

On reaching Globe Walker status, the corresponding discount voucher is awarded and may be used on a subsequent purchase no later than 2/12/2018. This may also be used with the discount voucher awarded for Urban Walker status, if not already used, and provided that the total purchase value is greater than or equal to the value of the discount vouchers used.

Example: on reaching the first threshold of 150 points, Benefeet subscribers receive a £10 discount voucher that can be used for a subsequent purchase. If this is not used and the subscriber is awarded a further discount voucher of £15 on reaching the next threshold of 250 points, then these discount vouchers can be used together giving a total discount of £25 (£10 + £15). Again, this can only be used on a purchase after the one that led to the customer reaching the 250-point threshold.

On reaching Moon Walker status the corresponding discount voucher is given, and subscribers can decide to use it immediately (that is to say, discounting the purchase that led to reaching Moon Walker status) or whether to use it on a purchase to be made before 2/12/2018. In either case the subscriber can choose whether to use the voucher on its own or to combine it with the Urban Walker and/or Globe Walker vouchers, if not already used and provided the value of the purchase is greater than or equal to the overall value of the vouchers being used.

On reaching Star Walker status, the corresponding discount voucher is awarded and subscribers can decide to use it immediately (that is to say, discounting the purchase that led to reaching Star Walker status) or whether to use it on a purchase to be made before 2/12/2018. In either case the subscriber can choose whether to use the voucher on its own or combine it with the Urban Walker, Globe Walker and/or Moon Walker vouchers, if not already used and provided the value of the purchase is greater than or equal to the overall value of the vouchers being used.

There are no further discounts or other advantages for subscribers with more than 1000 points, but they can start accumulating points again from zero.

Benefeet subscribers can check their point balances and discount vouchers still available on their sales receipt or on order confirmations following a purchase on geox.com or their Benefeet personal account; in the case of unexpected technical problems, the updated balance of points/discount vouchers eventually accrued will be visible within 48 hours.

On receiving a discount voucher, the points accumulated up to that time, which led to receipt of the voucher itself, are not zeroed but remain in the points balance of the subscriber net of any vouchers already used on the receipt/transaction that led to receipt of the voucher itself.

Example: I have 400 points and have not yet used the 2 discount vouchers received (£10 and £15). I make a purchase of an adult product for £100 and reach 500 points. I receive the corresponding £25 discount voucher, with the option of using it immediately on the current purchase. If I use all 3 vouchers for the purchase, I will have a points balance on the receipt/transaction of 450 points ($400 + 100 - 10 - 15 - 25$).

A points balance that is above one status level but below the next status level only gives the customer the right to claim the discount voucher corresponding to the lower status. Example: 180 points qualify for a £10 discount voucher, for Urban Walker status (150 points).

Each discount voucher can be used only once and exclusively by the Benefeet subscriber it was awarded to.

Discount vouchers are not transferrable and cannot be converted into credit notes or gift cards or cash, and do not give the customer the right to receive any change in cash.

Each discount voucher may be awarded and used only once even if the subscriber decides to use the vouchers immediately. This option is only allowed on reaching Moon Walker or Star Walker status.

Example: I have 400 points, I purchase an adult product for £100 and reach 500 points (Moon Walker status). I decide to use the corresponding £25 voucher. The points balance will be: $400 + 100 - 25 = 475$ points. If, in a subsequent purchase, I reach 500 points again, I will not receive another £25 voucher, since I have already been awarded it and used it. Where purchases are made using discount voucher(s) these contribute to the customer's points balance, so long as purchases are made by 29/11/2018; purchases made from 30/11/2018 until 2/12/2018 do not contribute to the points balance.

10. Expiry discount vouchers and points

Discount vouchers expire on 2/12/2018; discount vouchers unused after the expiry date will not be reimbursed in any way. At the expiry date of the discount vouchers, all remaining points, including special promotion event points, shall be annulled.

11. Special promotional event additional benefits

During the initiative validity period, Geox may decide to introduce special promotional events dedicated to given categories of Benefeet subscribers at given Geox Shops and/or on geox.com. Details of the events (duration, products included, discount applied and/or points recognized, etc.) will be communicated to the Benefeet subscribers involved.

12. Returns

Products purchased at a Geox Shop may only be returned to the same Geox Shop they were purchased at. To make the return it is essential to Produce the original purchase receipt. Returns without the original receipt cannot be accepted.

Products purchased at geox.com can only be returned through the site (not in a Geox Shop) and within 14 working days of receipt of the product.

To return goods it is necessary to request at geox.com a Return Authorization Number and insert it in the return packaging, together with the delivery label received with the product, as indicated at <http://www.geox.com/customer-care?cid=customer-service-menu-returns> which should be referred to for returning goods purchased at geox.com.

In both cases (products purchases in a Geox Shop taking part in the "Every step brings a benefit")

program or a product acquired at geox.com), the return will cancel the basic points awarded for purchase of the returned product; the updated points balances will be visible on the purchase receipt or on geox.com or one's Benefeet personal account; in the case of unexpected technical problems, updated points will be visible within 48 hours.

If cancelling the points for the return leads to a points balance lower than a status previously reached, achieving that status again with subsequent purchases will not be awarded with a discount voucher, since a discount voucher has previously been awarded.

In the case of returns to a Geox Shop (but not on-line returns), Benefeet subscribers may choose whether to substitute the returned product immediately with another available at the Geox Shop, paying any eventual difference, or to receive a credit note of the same value as the returned product, to be used within one year from the date of issue at the Geox Shop that issued it.

Credit notes are not awarded points, but the substitute product purchased with a credit note will be awarded points on the purchase price indicated on the purchase receipt, net of any other discounts/ promotions.

In the case of a return of an item purchased using a birthday discount, the birthday discount of 15% will be valid for use on another purchase only if the products are returned and the subsequent purchase is made within the validity period of the birthday discount.

Examples:

a) Return of the products within the birthday discount validity period

On 9th March – and so within the birthday discount validity period – I return a children's product (price £50, paid £42.50 using the birthday discount, and so awarded 84 points). As I have returned the product the 84 points are subtracted from my points balance and:

- if I do not immediately substitute the returned product with another, I receive a credit note for £42.50 (with no points attributed to that credit note); if within the birthday discount validity period I purchase another product at the same price (£50) as the returned one, the birthday discount of 15% will still apply and so I will only be charged £42.50. I can use my credit voucher for this and I will not need to pay any difference. I will also receive 84 points.
- if I immediately substitute the returned product with another children's product of the same price (£50), I pay no difference as the same birthday discount will apply since I returned the product and substituted it with another within the birthday discount validity period. I am then awarded 84 points for the purchase of this substitute product.

b) Return of the products after the birthday discount validity period

On 20th March – and so after expiry of the birthday discount validity period – I return a children's product (price £50, paid £42.50 thanks to the birthday discount, and so awarded 84 points). As I have returned the product 84 points are subtracted from my points balance and:

- if I don't immediately substitute the returned product with another product, I receive a credit note for £42.50 (with no points attributed to that credit note). I can use this credit note for subsequent purchases, but the birthday discount will not be applied to the value of those purchases;
- if I immediately substitute the returned product with another children's product of the same price (in the absence of the birthday discount) as the returned one (£50), I pay £7.50 – the difference between £42.50 (cost of returned product returned after applying the birthday discount) and £50 (cost of

substitute product that does not benefit from the birthday discount) and receive 100 points.

13. Notices

The Regulations of the Benefeet “Every step brings a benefit” promotion are available at any participating Geox Shop, and at geox.com in the Benefeet section.

14. Processing of personal data

Customers taking part in the initiative by registering with the Benefeet program give their consent to the processing of their personal data in accordance with the privacy information sheet referred to below, and may exercise their rights as set out in the Data Protection Act 1998 as from time to time amended or replaced. The Data Controllers of the personal data received are Geox S.p.A. and Geox Retail S.r.l. both with registered offices in Via Feltrina Centro 16, 31044 Montebelluna (TV), Italy. The privacy information sheet for participants registered on the program is available at geox.com in the Benefeet section.