

The KIKO ME loyalty programme (“**Programme**”) is operated by KIKO UK Limited, a company incorporated under the laws of England and Wales, with registered office at 262-264, Regent Street, 1st floor, London, England, W1b 3AQ, registration number 07030612 and UTR Code 11110996 (“**Promoter**” or “**KIKO**”).

This document incorporates the terms and conditions regulating the Programme and, together with the KIKO’s Privacy Policy, constitute the “Programme Terms & Conditions” applicable to the participation in the Programme.

1. The Programme is open to any individual aged 18 or over and in the following [countries](#).
2. The only condition to subscribe the Programme and becoming a KIKO ME member (“**Member**”) is the creation of a KIKO ME profile (“**Account**”) and a valid email address. No membership fee or other amount is required.
3. **Programme Term.** The Programme will be available from 10:00 CEST on the 28th of September 2026 and will continue until terminated by the Promoter in accordance with Article 15 (*Suspension and termination of the Programme*).

However, points are accumulated and redeemed within the specific Collection Period and Redemption terms set forth respectively in Article 7 (*Collection Period*) and 11 (*Redemption terms*).

4. **Becoming a KIKO ME member.** The Account can be opened exclusively in the official KIKO website www.kikocosmetics.com/ (“**KIKO Website**”) and in KIKO Milano points of sale managed directly by KIKO Group (“**KIKO Stores**”) in the countries listed in Article 1 above (jointly, the “**Official Channels**”). To create the Account the consumer is required to provide mandatory data (including full name, email address, date of birth and preferred language), to accept the Programme Terms & Conditions, to manage privacy consents for marketing and profiling activities and to choose a password if the Account is created on KIKO Website.

The creation of the Account entails the automatic subscription to the Programme.

By creating an Account, a Member will be deemed to have agreed to be bound by these Programme Terms and Conditions.

At the time of the creation of the Account, the member will receive a KIKO ME welcome email, including a link for the download of the KIKO ME virtual card (the “**Card**”).

The day the Account is created corresponds to the KIKO ME subscription and will be used to determine the Member’s anniversary date (“**Anniversary Date**”).

Consumers are not permitted to subscribe the Programme more than once at a time. The Promoter reserves the right to suspend or terminate the Member’s Accounts in case of multiple subscription.

Accounts registered with a corporate e-mail address are not eligible to participate in the Programme.

5. **How to earn points.** Members can earn points by purchasing KIKO Milano branded products (“**Products**”) and services within the Official Channels located in any of the countries listed in Article 1 (each a “**Transaction**”) pursuant to the instructions below.

Article 6 (*Excluded Transactions*) lists Transactions that do not allow to earn points.

As a condition to earn points, before completing payment of the Transaction, a Member must:

- a) **in KIKO Stores:** communicate participation in the Programme (i) by presenting the Card: or (ii) by presenting the QR Code available on its Account or in the KIKO ME welcome email received from

the Promoter after creation of the Account; or *(iii)* by providing the email address and/or name and surname associated to the Account;

b) on KIKO Website: log-in the Account.

For every 1 (one) GBP spent in the Official Channels on a valid Transaction the Member will earn:

- (i) 1 (one) point, if it belongs Tiers 1, 2 or 3 (see Article 10 (*Tiers within the Programme*) for further details);
- (ii) 1.5 (one and a half) points, if it belongs to Tier 4 (see Article 10 (*Tiers within the Programme*) for further details).

Extra points may be earned through a series of permanent or temporary initiatives which will be communicated from time to time in Official Channels.

Calculation of points will be made on the total price of Products actually paid and, therefore, after application of any promotions, discounts and vouchers. Points will be credited as whole numbers only, with fractional points rounded to the nearest whole number in accordance with standard mathematical rounding rules (example: 10.4 points will be credited as 10 points, while 10.5 points will be credited as 11 points).

Points will be credited on a daily basis, within 24 hours of the completion of an eligible Transaction. Credited points remain subject to cancellation in accordance with Article 8 (*Points cancellation*).

Points cannot be transferred to or exchange with any third parties, other Member included.

6. Transactions excluded. No Points will be credited on:

- (i) Transactions completed without the Member having been identified in accordance with Article 5, points a) and b) (*How to earn points*) at the time of the purchase, even where the Member retains a copy of the relevant receipt or invoice;
- (ii) Transactions of less than GBP 1 (one);
- (iii) Transactions made for commercial or professional activities;
- (iv) delivery charges and gift-wrapping costs;
- (v) purchase of gift cards issued by the Promoter. For the avoidance of doubt, Transactions paid using a gift card remain eligible to earn points;
- (vi) purchases made through channels other than the Official Channels, such as without limitations marketplaces, third-party ecommerce platforms, non-official websites, department stores of any nature, retailers and/or KIKO Milano points of sale operated by KIKO's partners.

The Promoter reserves the right to exclude from the accrual of points any Transactions made by Members who are eligible to benefit from employee purchase discounts or similar benefits under the corporate internal policies, regardless of the Account used to complete the Transaction.

- 7. Collection Period.** Each Collection Period lasts 12 (twelve) months, starting from the date of becoming a Member. Points can be earned during each Collection Period. At the expiration of each Collection Period, accumulated points will be zeroed.
- 8. Points Cancellation.** In the case of total or partial Products return and related reimbursement pursuant to the applicable [Terms and Conditions](#), the Promoter will cancel credited points in proportion to the amount reimbursed as well as any potential extra points linked to the specific Transaction (Example: if extra points were credited for a Transaction including foundation and concealer and the Member returns and gets reimbursement for concealer, the Promoter will cancel the points credited on the

amount of the concealer as well as the extra points gained for the combo purchase). Cancellation of points will not apply if returns are attributable to KIKO (such as, defective Products, mistakes in delivery, etc.).

9. **Points balance check:** Members can always check the balance of points accumulated by visiting their Account on KIKO Website or by asking to the Beauty Advisors in any KIKO Store following the instructions under Section 5, point (a) or by checking their Card (if downloaded).
10. **Tiers within the Programme.** Accumulation of points allows Member to access the tier corresponding to threshold reached ("**Tier**") as follows:

- **Tier 1 "Bronze":** Members who have earned between 0 and 50 Points;
- **Tier 2 "Silver":** Members who have earned between 51 and 100 Points;
- **Tier 3 "Gold":** Members who have earned between 101 and 250 Points; and
- **Tier 4 "Diamond":** Members who have earned more than 250 Points.

Points may be used exclusively to unlock Tiers and related Tiers benefits and not for any other purpose, including redemption for monetary value or for any other form of compensation.

Anytime (also during the same Collection Period) a threshold for a higher Tier is reached, Members get automatically promoted to the new Tier and become eligible for the respective benefits.

The Tier reached at the expiration of a Collection Period, will be carried on in the following Collection Period for a maximum of 12 (twelve) months, in any case without prejudice for any promotion to a higher Tier if the required threshold is reached. More specifically:

- (i) If a Member does not accumulate any point in the following Collection Period, at the expiration of such Collection Period the Tier will go back to Tier 1 (please refer to example A)

Example A

Expiration Collection Period Y1: 110 points = Tier 3

Starting Collection Period Y2: 0 points = Tier 3

Expiration Collection Period Y2: 0 points (as no further points were accumulated)

Starting Collection Period Y3 = 0 points, Tier 1

- (ii) If a Member accumulates points in the following Collection Period, at its expiration the Tier will be recalculated based on the accumulated points and corresponding threshold (please refer to examples B)

Example B.1

Expiration Collection Period Y1: 110 points = Tier 3

Starting Collection Period Y2: 0 points = Tier 3

Expiration Collection Period Y2: 80 points

Starting Collection Period Y3 = 0 points, Tier 2

Example B.2

Expiration Collection Period Y1: 110 points = Tier 3

Starting Collection Period Y2: 0 points = Tier 3

Expiration Collection Period Y2: 200 points

Starting Collection Period Y3 = 0 points, Tier 3

Example B.3

Expiration Collection Period Y1: 110 points = Tier 3

Starting Collection Period Y2: 0 points = Tier 3

Expiration Collection Period Y2: 270 points

Starting Collection Period Y3 = 0 points, Tier 4

11. **Redemption terms.** Benefits obtained during a Collection Period may be redeemed in the manner and within the terms specified in Article 12 (*Tiers benefits*).

Any benefits not redeemed within the applicable redemption period will expire and cannot longer be used or redeemed.

Members can redeem benefits in any Official Channels located in the countries listed in Article 1 with the sole exception for discount coupons that may be redeemed only in the countries whose official currency is the same as the currency in which the discount coupon was issued (which corresponds to the country of creation of the Account).

Benefits may be used in conjunction with other available offers in accordance with the Promoter's specific communications.

Redemption is limited exclusively to benefits listed in the Programme and corresponding to the respective Tier. No other form of compensation is permitted.

Benefits are not transferable to anyone or exchangeable.

12. **Tiers benefits.** Below are listed the benefits applicable to each corresponding Tier.

If for any reason a benefit is not available, the Promoter reserves the right, at its sole discretion, to replace that benefit (in whole or in part) with another of equal or greater value.

The Promoter reserves the right to offer Members of each Tier additional exclusive offers, event invitations and way to upgrade the respective Tier.

New Members registering to the Programme will receive a Welcome Back Discount of 10% after completion of the first Transaction. The Welcome Back Discount will remain valid for 60 (sixty) days from its issue and shall apply on full price Products and/or services only (therefore, the Transaction must include at least 1 (one) full price Product/ service).

Members will receive the following benefits for each Tier reached.

- **Tier 1 Bronze:** Members are qualified for:
 - (i) no. 5 extra points in the event they complete at least 2 (two) Transactions through a period of 3 (three) months. This benefit applies a maximum of 4 (four) times per Collection Period, and no Transaction will be double counted;
 - (ii) a birthday gift corresponding to a full-sized Products of an indicative commercial value of GBP 5 (five) to be chosen from a list as communicated in the Official Channels (in any case, subject to availability). The birthday gift will remain valid for 30 (thirty) days starting on the birthday date as inserted at the time of creation of the Account and can be redeemed exclusively in connection with a Transaction of at least GBP 15 (fifteen).
- **Tier 2 Silver:** Members are qualified for:
 - (i) no. 5 extra points in the event they complete at least 2 (two) Transactions through a period of 3 (three) months. This benefit applies a maximum of 4 (four) times per Collection Period, and no Transaction will be double counted;

- (ii) a birthday gift corresponding to a full-sized Products of an indicative commercial value of GBP 10 (ten) to be chosen from a list as communicated in the Official Channels (in any case, subject to availability). The birthday gift will remain valid for 30 (thirty) days starting on the birthday date as inserted at the time of creation of the Account and can be redeemed exclusively in connection with a Transaction of at least GBP 15 (fifteen);
 - (iii) a discount coupon of a value of GBP 5 (five) valid for a period of 30 (thirty) days from its issue. The discount coupon will be issued at the expiration of the 30th (thirtieth) days after completion of the eligible Transaction that results in the Member reaching the 80-points threshold. The discount coupon can be used in any Official Channels exclusively in connection with a Transaction of at least GBP 15 (fifteen);
 - (iv) the right to participate in dedicated commercial initiatives organized by the Promoter during the relevant Collection Period giving the possibility to earn extra points.
- **Tier 3 Gold:** Members are qualified for:
 - (i) no. 5 extra points in the event they complete at least 2 (two) Transactions through a period of 3 (three) months. This benefit applies a maximum of 4 (four) times per Collection Period, and no Transaction will be double counted;
 - (ii) free shipping on any Transaction completed through KIKO Website;
 - (iii) free Product engraving services in KIKO Stores;
 - (iv) a birthday gift of an indicative commercial value of 10 (ten) GBP corresponding to a full-sized Product to be chosen from a list as communicated in the Official Channels (in any case, subject to availability). The birthday gift will remain valid for 30 (thirty) days starting on the birthday date as inserted at the time of the creation of the Account and can be redeemed exclusively in connection with a Transaction of any amount;
 - (v) a discount coupon of a value of GBP 10 (ten) valid for a period of 30 (thirty) days from its issue. The discount coupon will be issued at the expiration of the 30th (thirtieth) days after completion of the eligible Transaction that results in the Member reaching the 150-point threshold. The discount coupon can be used in any Official Channels exclusively in connection with a Transaction of at least GBP 30 (thirty);
 - (vi) an anniversary gift corresponding to a full-sized Product of an indicative commercial value of GBP 10 (ten) to be chosen from a list as communicated in the Official Channels (in any case, subject to availability). The anniversary gift will remain valid for 30 (thirty) days starting on the Anniversary Date and can be redeemed exclusively in connection with a Transaction of any amount;
 - (vii) the right to participate in dedicated commercial initiatives organized by the Promoter during the relevant Collection Period giving the possibility to earn extra points.
- **Tier 4 Diamond:** Members are qualified for:
 - (i) no. 5 extra points in the event they complete at least 2 (two) Transactions through a period of 3 (three) months. This benefit applies a maximum of 4 (four) times per Collection Period, and no Transaction will be double counted;
 - (ii) free shipping on any Transaction completed through KIKO Website;
 - (iii) free Product engraving services in KIKO Stores;

- (iv) a birthday gift of an indicative commercial value of GBP 10 (ten) corresponding to a full-sized Product to be chosen from a list as communicated in the Official Channel (in any case, subject to availability). The birthday gift will remain valid for 30 (thirty) days starting on the birthday date as inserted at the time of creation of the Account and can be redeemed exclusively in connection with a Transaction of any amount;
- (v) a discount coupon of a value of GBP 20 (twenty) valid for a period of 30 (thirty) days from its issue. The discount coupon will be issued at the expiration of the 30th (thirtieth) days after completion of the eligible Transaction that results in the Member reaching the 350-point threshold. The discount coupon can be used in any Official Channels exclusively in connection with a Transaction of at least GBP 40 (forty).
- (vi) an anniversary gift corresponding to a full-sized Product of an indicative commercial value of 10 (ten) GBP to be chosen from a list as communicated in the Official Channels (in any case, subject to availability). The anniversary gift will remain valid for 30 (thirty) days starting on the Anniversary Date and can be redeemed exclusively in connection with a Transaction of any amount.
- (vii) right to participate in dedicated commercial initiatives organized by the Promoter during the relevant Collection Period giving the possibility to earn extra points;
- (viii) a free 30' make-up session.

13. **Members' right to terminate the membership.** Members may terminate their subscription to the Programme at any time by deleting the Account. For that purpose, Members can visit the FAQ page on KIKO Website or contact the KIKO Data Protection Officer ("**DPO**") at the email address dpo.kiko@kikocosmetics.com. After deletion of the Account, points cannot be accrued and/or credited anymore and points already earned will be forfeited. Tier reached will be no longer available for redemption of corresponding benefits.

14. **Suspension or termination of the Account.** Participation in the Programme is subject to the Members' compliance with these Programme Terms & Conditions and to conducts based on the principles of good faith and fair dealing towards KIKO. Accordingly, the Promoter may, at its own discretion:

- (i) suspend the membership to the Programme for such period as the Promoter reasonably determines considering the circumstances; or
- (ii) delete the Account and, consequently, the membership to the Programme, if, for example and without limitations, any of following circumstances occurs:
 - fraudulent activities, attempted fraud, theft, or attempted theft in a KIKO Store or on KIKO Website;
 - misuse, manipulation, or abuse of the Programme;
 - activities intended to disrupt the proper functioning of KIKO Website, KIKO Stores or the Programme;
 - Transactions made in quantities that reasonably indicate commercial resale activities, or activity inconsistent with personal consumer use;
 - failure to complete or subsequent cancellation of a payment;
 - more generally, any breach of these Programme Terms and Conditions.

In case of suspension and for its entire duration, the Member will be no longer eligible to earn points on Transactions neither to redeem benefits corresponding to the Tier reached at the time of suspension.

In case of deletion of the Account, points cannot be accrued and/or credited anymore and points already earned will be forfeited. Tier reached will be no longer available for redemption of corresponding benefits.

The Promoter also reserves the right to ban the Member from any future subscription to the Programme or any other KIKO's programme.

The Promoter will implement suspension and/or cancellation of the Account after providing notice to the Member through the means it deems most appropriate, without any obligation to pay compensation or indemnity of any kind.

15. **Suspension or termination of the Programme.** The Promoter may suspend or terminate the Programme, either temporarily or permanently, at any time and for any reason at its sole discretion. The suspension or termination will be communicated to Members through the means deemed most appropriate at least 30 (thirty) days in advance, where technically possible. The suspension or termination of the Programme shall not entitle Members to any compensation or indemnity of any kind.

16. **KIKO Customer Services.** For any questions or complaints regarding the Programme, Members can consult the [FAQ page](#) on KIKO Website or contact [KIKO Customer Services](#) or, limited to data protection issues (such as right of access, right of deletion, etc.) contact the DPO at the email address dpo.kiko@kikocosmetics.com.

17. **Data protection.** All personal data will be process for the purpose of the Programme pursuant to the [Privacy Policy](#).

18. **Modification.** KIKO reserves the right to integrate or modify, at any time, the Programme Terms & Conditions, ensuring that any modifications made do not harm the rights acquired by Members. Any modifications made will be announced to Members via dedicated communications through the means deemed most appropriate.

All amended versions of the Programme Terms and Conditions shall become effective upon receipt of the communication and their publication on KIKO website.

19. **General provisions.** The Promoter and its affiliated companies are not liable for any demands, requests, claims, liability, damage, loss (including, without limitation, indirect, special or consequential loss or loss of profits), cost and expense suffered in connection with the Programme (including any malfunction) or any benefits, except for any liability which cannot be excluded by law.

The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control including, but not limited to Acts of God, epidemic or pandemic, terrorist attack, civil war, civil commotion or riots, war, threat of or preparation for war, armed conflict, imposition of sanctions, embargo, or breaking off of diplomatic relations, nuclear, chemical or biological contamination, law or action taken by a government or public authority, including without limitation, imposing an export or import restriction, quota or prohibition, collapse of buildings, fire, explosion or accident, labour or trade dispute, strikes, industrial action or lockouts, and interruption or failure of utility service not imputable to the Promoter.

These Programme Terms & Conditions constitutes the entire regulation applicable to the Programme and supersedes and extinguishes all previous rules, regulations, terms and conditions relating to the same subject matter.

Should one or more provisions of these Programme Terms & Conditions be or become invalid, totally or partly, for one reason or another, the validity of the remaining provisions of the Programme Terms & Conditions shall in principle not be affected thereby. In such case, the provision shall be replaced by a new provision or by amendments of other provisions pursuant to Article 18 (*Modifications*) above.

Failure of the Promoter to enforce at any time or for any period of time one or more rights under these Programme Terms and Conditions shall not be interpreted as a tacit waiver of the Promoter to enforce any of such rights.

These Terms and Conditions are governed by and shall be interpreted in accordance with the laws of England and Wales. However, if you are resident in Scotland or Northern Ireland, you will also benefit from any mandatory provisions of the law of the country in which you reside.

Any dispute or claim arising out of or in connection with these Programme Terms and Conditions, including any question regarding its existence, validity, effectiveness, interpretation, implementation and/or termination, shall be subject to the jurisdiction of the courts of England and Wales, or the courts of the place where the Member is resident in the United Kingdom.

Glossary

Account: means the Account opened by a Member in accordance with Article 4 (*Becoming a KIKO ME Member*).

Anniversary Date: means the anniversary date of the subscription, as specified in Article 4 (*Becoming a KIKO ME Member*).

Card: means the KIKO ME virtual card.

Collection Period: means the 12 (twelve) month period, starting from the subscription date, during which points can be accumulated and redeemed, as explained in Article 7 (*Collection Period*).

DPO: means KIKO's Data Protection Officer, available at dpo.kiko@kikocosmetics.com.

KIKO or Promoter: means KIKO UK Limited, as identified in the heading.

KIKO Stores: means KIKO Milano points of sale directly managed by KIKO Group.

KIKO Website: means KIKO Milano's official website available at www.kikocosmetics.com/.

Member: means the individual aged 18 or over, resident in the following countries, who holds an Account.

Official Channels: means KIKO Website and KIKO Stores available in these countries, as specified in Article 4 (*Becoming a KIKO ME Member*).

Privacy Policy: means the policy on the processing of personal data, available at the following [link](#).

Products: means the KIKO Milano branded products promoted, sold and distributed within the Official Channels.

Programme: means KIKO's Loyalty Programme.

Programme Terms & Conditions: means these terms and conditions which, together with the Privacy Policy, regulate the Programme.

Tier: means, depending on the amount of points accumulated, the loyalty tier reached within a Collection Period, as explained in Article 10 (*Tiers within the Programme*).

Transaction: means the purchase of Products and services within the Official Channels that is valid for the accumulation of points, as explained in Article 5 (*How to earn points*), excluding the purchases listed in Article 6 (*Excluded Transactions*).