

# ONLINE PRESENCE GUIDELINE

Version: July 2025

If you, as our partner, are planning or already operating any kind of online presence, such as your own online shop, social media channels or client app (a shopping app and/or an app for implementing your own customer loyalty programme), such online presence is also to contribute to a stronger emotionalization of the CBR brands and increase their awareness. This common goal can best be achieved if your online presence is designed in accordance with the respective CBR brand worlds. At the same time, it must be clear to your customers that it is the online presence of you, acting as our partner.

## THE FOLLOWING MUST BE OBSERVED IN DESIGNING YOUR ONLINE PRESENCE:

### General

- **No Likelihood of Confusion with the Online Presence of CBR Fashion Group:** Your online presence must be designed in such a way that it is clear to users at all times that it is not an official online presence of CBR Fashion Group, but rather an independent online presence of you as a partner.

### Your Domain, Naming of your Online Presence, your Profile Image / Icon and Use of CBR Trademarks:

- **Domain:** The use of the CBR trademarks as a domain is not permitted. The use of the CBR trademarks in the URL is permitted exclusively for the technical establishment of a subpage on which the range of goods of the CBR trademarks is directly located (post domain path, e.g., [www.fashion-partner.com/cecil](http://www.fashion-partner.com/cecil)).
- **Naming:** It is mandatory that the naming of your online presence comprises your company's name, the supplement „partner store of [CBR trademark]“ and an indication of your stationary partner store's location.
- **Profile Image/Icon:** To avoid any confusion with the online presence of CBR Fashion Group exclusively the following layouts are to be used:



Modifications to the layout, such as changing the proportions of individual components, are not permitted. The above layouts are just examples; the logic applies analogously to the other CBR Fashion Group's brands.

- **Legal Notice:** Any legal requirements as well as the requirements of the respective platform (e.g. the app store or social media channel) on which you operate your online presence must be complied with.
- **CBR Trademarks:** The use of the CBR trademarks is only permitted within the scope of the rights of use granted separately.
- **Description / Information:** Any description of or information about your online presence must clearly indicate as well that it is the online presence of a partner and not of CBR Fashion Group.

### Content Design

- **Your Company Name:** It is to be indicated in the header and must be clearly visible for user of your online presence all the time.
- **Corporate Identity:** Professional integration of the respective CBR brand's trademark elements, such as content blocks; they may only be used for the purpose stated in each case.

All elements of the trademarks, information on integration and permitted purposes of use can be found in the relevant Corporate Design Manual of the CBR brands which you can download in the download area of the B2B portal

- **Product Description and Article Names:** Only the product descriptions approved by the CBR brands ought to be used. In case you decide on using article names it is advisable to use them exclusively with the prefix "style" or "model" and preferably only as part of the product description.

### Images

The use of images of the CBR brands is only permitted within the scope of use rights granted in our GTC

The following also applies:

- The use of photographs of print productions of CBR Fashion Group and/or copies of the content of CBR Fashion Group's online presence (e.g., from blog posts) is not permitted. Excluded from the foregoing is the re-posting of posts from the CBR Fashion Group's social media channels provided that the respective CBR brand is linked, our posts were not modified and your post is clearly marked as re-posting
- **Self-Produced Image Material:** If employees or customers are visible on the images their written consent to the use of the images must be obtained in advance in accordance with the applicable regulations. Any use of image material that could damage the reputation of CBR Fashion Group is explicitly prohibited.
- **For your online sales activities please note for the presentation of CBR brands' articles:**
  - > Please use professional images only. Preferably use the article images provided by us which you can get from the following sources:

B2B-Portal or CSV-File or Fashion Cloud

- > In case you decide to produce images yourself, please use professional models only or present the products "cut out on mannequins"
- > Resolution on the longer side at least 1200 pixels
- > Minimum of 3 photos per article in different views (except for accessories)

## Miscellaneous

- **Responsibility:** You are responsible for all content yourself.
- **General Terms and Conditions for Sale:** Please note that the use of terms and conditions of sale might be reasonable for your online sales activities.
- **Data Protection:** The relevant data protection regulations must be observed.
- **No Brand-Damaging Content,** in particular no violations of law, no pornographic, sexist, political, religious, ideological, racist or violence-glorifying material.
- **Legal Advice:** As design and operation of an online presence are subject to numerous legal requirements and as the requirements listed in this document are not exhaustive, we recommend obtaining comprehensive legal advice in advance.

If you have any questions, please do not hesitate to contact your service team.