

"OVSFRIENDS" LOYALTY PROGRAM

("Loyalty Program") Terms and Conditions of Participation

Art. I: Promoter

The promoter is the company OVS S.p.A. with registered office in via Terraglio 17, 30174, Mestre (VE), Italy (hereinafter also "Promoter" or "Promoting Company"). The program is valid at OVS branded stores located in Spain that participate in the initiative; the list of participating stores can be consulted via the store locator on the website <https://www.ovsfashion.com/en/es/stores>, where participating points of sale are identified by a specific wording or mark.

Art. II: Promotion Recipients

This initiative is reserved for all holders of OVS CARD and OVS Student CARD loyalty cards (the latter no longer available for subscription), (hereinafter also "the Participants/the Participant"), who make purchases at points of sale in Spain and on [ovsfashion.com/es/es/](https://www.ovsfashion.com/es/es/).

Art. III: Promotion Validity Period

The Loyalty Program will be valid starting from March 10, 2026 (hereinafter also "Validity Period" or "Promotional Period").

Art. IV: Participation Procedures

JOINING THE LOYALTY PROGRAM

To participate in the loyalty program, during the validity period of the promotion, recipients must subscribe to an OVS loyalty card indicated in Article II, accepting the conditions referred to in Annex 1 of these regulations and providing the requested data at participating OVS stores, recognizable by the specific advertising material displayed in the store. Membership is free and becomes effective automatically on the day the subscription procedure is completed. This date constitutes the beginning of the relative membership year (12 months). Customers who subscribed to the OVS Card before March 10 will be automatically included in the new point collection program and will be able to benefit from the relative advantages starting from the launch date of the initiative, in compliance with the conditions provided by these regulations, without the need for a new registration.

HOW TO ACCUMULATE POINTS

Basic Mode

During the Validity Period, participants will accumulate 1 Heart Point (hereinafter, , Punto♥) for every €1 spent during the Validity Period at participating stores by using their loyalty card at the checkout or on [ovsfashion.com/es/es/](https://www.ovsfashion.com/es/es/) after linking their loyalty card to their reserved area and logging into their OVS reserved area on [ovsfashion.com/es/es/](https://www.ovsfashion.com/es/es/) before starting the order. For the calculation of Punti ♥ the total amount of the transaction will be considered, net of any discounts, returns, allowances, discount vouchers, and promotions (including those of this program), and, for purchases on [ovsfashion.com/es/es/](https://www.ovsfashion.com/es/es/), net of shipping costs. Fractions of less than one euro are not counted (example: €6.01 = 6 Punti ♥; €11.99 = 11 Punti ♥; etc.). Punti ♥ will be credited within 24/48 hours (subject to any technical impediments) from the issuance of the receipt or from the fulfillment of the online order.

Returns The return of an item involves the recalculation of the Punti ♥ earned in relation to that purchase.

Withdrawal The exercise of the right of withdrawal pursuant to the provisions of Royal Legislative Decree 1/2007, which approves the consolidated text of the Ley General para la Defensa de los Consumidores y Usuarios, involves the recalculation of the Punti ♥ earned.

The following do not generate Punti ♥:

- The purchase of Gift Cards;
- Shipping costs for purchases made on [ovsfashion.com/es/es/](https://www.ovsfashion.com/es/es/);

- Purchases made in-store without the loyalty card being presented and registered at the checkout before the receipt is issued;
- Purchases on ovsfashion.com/es/es/ made without having logged into your OVS reserved area and/or without having linked your loyalty card to the reserved area before concluding the order.

The achievement of a level, and the relative benefits due, is determined by the Punti♥ actually credited to your OVS reserved area on ovsfashion.com/es/es/ at the time the benefit corresponding to the level is generated. Any points earned but not yet credited by that time are not counted and may affect the value of the benefit provided, should it vary based on the level reached. Punti♥ are non-transferable from one holder to another in any case. The holder can check the level reached, the number of Punti♥ accumulated, and their expiration by accessing their OVS reserved area on ovsfashion.com/es/es/ or at a participating store by contacting the checkout staff. The number of Punti♥ accumulated is also shown on the receipt issued following each purchase. The use of Punti♥ earned under this initiative cannot be extended to other initiatives, unless otherwise expressly indicated in the relative Terms & Conditions.

Art. V: Levels

The loyalty program is divided into three levels, based on the accumulated Punti♥ net of any returns or withdrawals, which allow access to different benefits.

"EASY" LEVEL

This is the starting level: the Participant will be placed in this level upon subscription of the loyalty card and until reaching 100 (one hundred) Punti♥. After a period of 365 (three hundred and sixty-five) days from entering this level, if the Participant has a balance of less than 100 (one hundred) Punti♥, they will maintain the same level and the Punti♥ balance will be reset to zero. If, within the same period of 365 (three hundred and sixty-five) days from entering this level, the Participant accumulates at least 300 (three hundred) Punti♥, they will directly access the Top level. Any Punti♥ exceeding the minimum access threshold (equal to 300 Punti♥) will be transferred to the Punti♥ balance of the Top level.

"SUPER" LEVEL

The Participant will move to the "Super" level upon reaching 100 (one hundred) Punti♥ within 365 days of entering the previous level. Any Punti♥ exceeding the entry threshold of 100 Punti♥ will be transferred to the balance of this level. After a period of 365 (three hundred and sixty-five) days from entering this level:

- If the holder has a balance between 100 (one hundred) and 299 (two hundred and ninety-nine) Punti♥, they will maintain the current level and the Punti♥ balance will be reset to zero;
- If the holder has a balance between 0 (zero) and 99 (ninety-nine) Punti♥, they will move down to the Easy level (first level) and the Punti♥ balance will be reset to zero.

"TOP" LEVEL

The Participant will access the "Top" level upon reaching 300 (three hundred) Punti♥ starting from the Super level. Any Punti♥ exceeding the minimum access threshold (equal to 300 Punti♥) will be transferred to the balance of the Top level. After a period of 365 (three hundred and sixty-five) days from entering the Top level:

- If the holder has a balance equal to or greater than 300 (three hundred) Punti♥, they will maintain the Top level and the Punti♥ balance will be reset to zero;
- If the holder has a balance between 0 (zero) and 299 (two hundred and ninety-nine) Punti♥, they will move down to the Super level and the Punti♥ balance will be reset to zero. In no case does the holder move down by more than one level.

Art. VI: Benefits

Depending on the level they are in, the Participant will be able to enjoy different benefits:

"EASY" LEVEL

Welcome Gift: at the time of subscription to one of the loyalty cards, the Participant is granted a benefit consisting of a 10% (ten percent) discount on a minimum spend of €40 (forty), usable within 3 (three) months from the date of issuance of the card, coinciding with the date of subscription. Customers who have subscribed to the Card up to March 9, 2026, will be recognized, as a Welcome Bonus, with the automatic credit of 30 Punti♥, usable according to the terms and conditions provided by these regulations.

Birthday Discount: if the Participant has correctly communicated their date of birth at least 8 (eight) days before the birthday occurrence, they will be entitled to a 15% (fifteen percent) discount, usable in the period between the 7th (seventh) day preceding and the 7th (seventh) day following the birthday date. Similarly, if the Participant has correctly communicated the date of birth of their child/children (up to a maximum of 4, four) at least 8 (eight) days before the occurrence of the respective birthday, they will be entitled to a 15% (fifteen percent) discount, usable in the period between the 7th (seventh) day preceding and the 7th (seventh) day following the date of the child's birthday. It is understood that this benefit will be recognized until the child's 14th (fourteenth) birthday.

"SUPER" LEVEL

Discount Coupon: for every 100 (one hundred) Punti♥ accumulated, the Participant earns the right to receive a discount coupon worth €4.00 (four), usable on a single purchase with a minimum amount of €40 (forty). The discount coupon must be used within 3 (three) months from the date of issue of the coupon. The discount is viewable in your OVS reserved area on ovs.it within 24/48 hours (subject to any technical impediments) from the moment it was earned. Any balance fractions of less than 100 (one hundred) Punti♥ do not entitle the issuance of any discount coupon.

Birthday Discount: if the Participant has correctly communicated their date of birth at least 8 (eight) days before the birthday occurrence, they will be entitled to a 15% (fifteen percent) discount, usable in the period between the 7th (seventh) day preceding and the 7th (seventh) day following the birthday date. Similarly, if the Participant has correctly communicated the date of birth of their child/children (up to a maximum of 4, four) at least 8 (eight) days before the occurrence of the respective birthday, they will be entitled to a 15% (fifteen percent) discount, usable in the period between the 7th (seventh) day preceding and the 7th (seventh) day following the date of the child's birthday. It is understood that this benefit will be recognized until the child's 14th (fourteenth) birthday.

Free Delivery: The holder benefits from free shipping on orders they place on ovsfashion.com/es/es/ during the validity period.

"TOP" LEVEL

Discount Coupon: for every 100 (one hundred) Punti♥ accumulated, the Participant earns the right to receive a discount coupon worth €8.00 (eight), usable on a single purchase with a minimum amount of €40 (forty). The discount coupon must be used within 3 (three) months from the date of issuance of the coupon. Any balance fractions of less than 100 (one hundred) Punti♥ do not entitle the issuance of any discount coupon.

Extra Discount: every 600 Punti♥ credited within the Top level (3rd level), the holder is entitled to an Extra discount (B) of 30% usable on a single purchase/order with no minimum amount limits, to be used within 3 months from the date of issuance. The discount is viewable in your OVS reserved area on ovs.it within 24/48 hours (subject to any technical impediments) from the moment it was earned.

Birthday Discount: if the Participant has correctly communicated their date of birth at least 8 (eight) days before the birthday occurrence, they will be entitled to a 20% (twenty percent) discount, usable in the period between the 7th (seventh) day preceding and the 7th (seventh) day following the birthday date. Similarly, if the Participant has correctly communicated the date of birth of their child/children (up to a maximum of 4, four) at least 8 (eight) days before the occurrence of the respective birthday, they will be entitled to a 20% (twenty percent) discount, usable in the period between the 7th (seventh) day preceding and the 7th (seventh) day following the date of the child's birthday. It is understood that this benefit will be recognized until the child's 14th (fourteenth) birthday.

Free Delivery: The holder benefits from free shipping on orders they place on ovsfashion.com/es/es during the validity period.

Characteristics of the discounts:

They cannot be split over multiple purchases and therefore must be used entirely on a single purchase to be made in a participating store; they can be used exclusively by the OVS CARD holder who earned them; they cannot be combined with other discounts (including those of this program) or discount vouchers or promotions; they cannot be combined with sales (except for the birthday discount, which instead can be combined with sales); they do not entitle to cash change; they are not convertible into cash; they include VAT, regardless of the rate applicable to the items purchased. A single discount is applicable to the same purchase, regardless of whether it is a percentage or a value. The discount is applied to the closing total of the receipt, including VAT, net of any return vouchers, allowances, or discount vouchers. Failure to use the discount by its respective expiration does not entitle to any refund in any form. The discount is viewable in your profile within 24/48 hours (subject to any technical impediments) from the moment it was earned. OVS S.p.A. cannot be held responsible in case of failure or delay in the receipt of the email and/or SMS by the holder, nor for any impossibility to use the discount code within the terms provided for causes not attributable to it. By way of example but not limitation, such situations may occur if the email address provided is incorrect, incomplete, non-existent, or no longer active; if the mailbox is full, disabled, blacklisted, does not respond after the message is sent, or automatically forwards the email to spam or advertising folders. Similarly, OVS S.p.A. is not responsible if the mobile number provided is incorrect, non-existent, no longer active, or reassigned to third parties, or if the recipient's device is turned off, unreachable for several days, or configured with restrictions that prevent the receipt of the SMS.

Returns: In the event of a total return relating to a purchase on which a discount provided by this program was used, the discount will be reissued with the same characteristics (even if the holder has reached a higher level in the meantime), but with a new expiration date calculated from the date of reissue. Specifically, in the case of reissue of the Birthday Discount or the Kids Birthday Discount, the validity will be 15 days from the date of reissue. In the event of a partial return relating to a purchase on which one of the discounts provided by this program was used, there is no right to the reissue of the discount nor to other forms of refund, even if a new purchase is made at the same time.

Use of benefits:

Welcome Gift

To use the Welcome Gift, the holder must:

- In participating stores: before the receipt is issued and after the loyalty card is read at the checkout, have the barcode of the discount on the paper coupon or received via email/SMS scanned.
- On ovsfashion.com/es/es/: after linking the loyalty card to your reserved area and logging in before starting the order, enter the discount code (shown on the paper coupon or communicated via email/SMS) in the appropriate field during checkout, before concluding the order. In the absence of the conditions indicated above, the Welcome Gift cannot be applied to the purchase/order.

All other benefits

To apply a benefit to the current purchase/order, the holder must:

- In participating stores: before the receipt is issued and after the loyalty card is read at the checkout, inform the checkout operator of the benefit they wish to use; the operator will confirm its application.
- On ovsfashion.com/es/es/: after linking the loyalty card to your reserved area and logging in before starting the order, select the available benefit in the appropriate menu during checkout, before concluding the order. In the absence of these conditions, the benefit cannot be applied to the purchase/order.

Art. VII: Processing of Personal Data

The performance of this initiative does not involve any processing of personal data additional to the data provided by the holder at the time of subscription of the respective loyalty card. The personal data provided are processed in full compliance with EU Regulation 2016/679 (GDPR) according to the information provided during the subscription of the respective loyalty card. OVS S.p.A. is the data controller.

Art. VIII: Communication

This program is advertised through participating stores, on ovsfashion.com/es/es/ and through any other means that OVS S.p.A. deems appropriate.

Art. IX: Final Provisions

- By participating in the Promotion, recipients fully accept these Terms and Conditions regulations, without reservation.
- It is the holder's responsibility to verify that their contact and participation data are updated, correct, and active; otherwise, participation in the program or the provision of the benefits due cannot be guaranteed.
- During the validity period of this program, additional benefits may be introduced, the details of which will be communicated in the ways deemed most appropriate. These benefits may possibly be reserved for certain groups of holders, defined based on predetermined characteristics and/or based on the possession of particular requirements. If the holder does not accept the changes made, they may withdraw from the program. This right can be exercised at any time.
- The promoting company reserves the right to modify the content of the articles of these Regulations in whole or in part at any time, ensuring that the changes made do not harm the acquired rights of those enrolled in the program. Any changes made to these Regulations will be communicated in advance to members in the same ways or in equivalent forms as those by which they became aware of these Regulations.
- The Promoter reserves the right to modify, suspend, or cancel the initiative in the event of force majeure or unforeseen circumstances that prevent its regular performance.
- The Promoter reserves the right, at any time, to verify the validity of participations and to disqualify Participants who violate these regulations or who seek to hinder the regular performance of the Loyalty Program or the prize request procedures, in order to compromise the correct and fair functioning of the Loyalty Program.
- The described benefits are not replaceable with alternative goods/services and cannot be subject to refunds or cash compensation under any circumstances. However, in the case of unforeseen circumstances, the Promoter reserves the right to replace the benefits with other similar ones of equal or higher value.
- In the event that a participating store stops the initiative (for example due to closure or cessation of activity), holders may contact other participating points of sale or ovsfashion.com/es/es/. To identify the participating store closest to their home, holders can consult the website ovsfashion.com/es/es/.
- Any taxes arising from the acceptance of the prize are to be borne by the Participant who must fulfill any applicable tax obligations.
- Participants undertake from now on to indemnify, release, and exempt the Promoter in the broadest and most complete way possible from any and all liability, requests for compensation, court appearances, obligations, and prejudices of any nature however connected to damages and/or prejudices to things or third parties and damages and/or prejudices, including damages to the winners themselves, which they may encounter by reason of the acceptance and/or use of the prizes.
- OVS S.p.A. assumes no responsibility for problems of access, impediment, dysfunction, or difficulty regarding technical tools, computer, telephone line, cables, electronics, software and hardware, transmission and connection that may prevent access to the site; it also assumes no responsibility for problems caused by the configuration of the device and the mode of connection to the internet network of the user that could affect participation in the program.
- The promoting company assumes no responsibility in case of damages, losses, or injuries resulting from the acceptance of prizes or participation in this promotion.
- This Promotion is subject to Spanish law and the Spanish courts will have exclusive jurisdiction.

These regulations can be consulted on ovsfashion.com/es/es/

Annex 1: Participating loyalty cards

Subscription to loyalty cards is reserved exclusively for natural persons of legal age residing in the territory of Spain. Each loyalty card is issued free of charge, has no expiration, is personal and non-transferable, and can only be used by the holder at the points of sale participating in the initiative. For the purposes of issuing the loyalty card, the holder is required to provide their personal and contact details, which will be processed in accordance with current legislation on the protection of personal data. No cash refund is provided for purchases made using the loyalty card, except in cases expressly provided by law. In case of theft or loss of the loyalty card, the holder is required to request its block without delay and the subsequent free issuance of a new card at one of the participating OVS Kids branded points of sale.

OVS CARD

The OVS CARD allows the holder to access the loyalty program. It is possible to subscribe to the OVS CARD for free by making a request at a participating point of sale or on ovsfashion.com/es/es/. Once issued, a communication will be sent to the holder via email within 24/48 hours (subject to any technical impediments), containing the digital version of the card, immediately usable, as well as a summary of the data provided and any consents given. OVS S.p.A. can in no case be held responsible for the failure or delay in receipt of the aforementioned email by the holder if this is attributable to causes not attributable to OVS S.p.A., including, by way of example but not limitation: indication of an incorrect, incomplete, non-existent, or inactive email address; full mailbox; lack of response from the host server; disabled mailbox; email address blacklisted; automatic routing of the communication to the spam or advertising folder.

OVS Student CARD

The OVS Student CARD has the same conditions as the OVS CARD (see OVS CARD paragraph), but it is no longer available for subscription.

In case of theft or loss, after requesting the block of the loyalty card at an OVS or participating OVS store, a new replacement OVS CARD will be issued free of charge, as it is no longer possible to issue OVS CARD Underwear or OVS Student CARD.