

CHEF EXPRESS "CONSUMER" LOYALTY PROGRAMME (Private citizens) EXTENSION

The loyalty programme is extended until 30 September 2026.

The promoter Chef Express S.p.A. with registered office in Castelvetro di Modena, Via Modena, 53 VAT No. 00876120213, in order to allow greater participation in the promotion, hereby **extends the expiry date of the promotion to 30 September 2026.**

This communication is to be understood as an amendment of the Chef Express "Consumer" loyalty programme regulations.

CHEF EXPRESS "CONSUMER" LOYALTY PROGRAMME (Private citizens)

Joining the Chef Express "Consumer" Loyalty Programme (hereinafter also referred to as the "Loyalty Programme" for short) is governed by the following terms and conditions (hereinafter referred to as "The Regulations").

Registering for the Loyalty Programme is quick and easy and offers participants access to discounts and benefits on all products sold in stores and served in bars/restaurants. Products covered by special agreements, discounts, special offers and menu packages are not included. Fuels and lubricants, pay TV subscriptions and top-ups, telephone top-ups, SIM cards, railway, bus and coach tickets, scratch cards, lottery tickets, newspapers and magazines, products covered by state monopolies, tobacco, Viacard motorway toll payment cards, and Swiss and Austrian motorway toll vignettes are also excluded from the programme.

The Programme is open to all Italian nationals and people permanently resident in Italy over 18 years of age.

The Loyalty Programme applies in all participant Chef Express brand restaurants, bars, refreshment points and convenience stores, except for businesses and departments run under present and future franchising agreements. The full list of participant points of sale is available in Annex A and will be regularly updated on the www.chefexpress.it website.

Participation in the Chef Express "Consumer" Loyalty Programme implies acceptance of all parts of these Regulations, with no reservations. These Regulations are available for consultation in all Chef Express restaurants, bars or refreshment points, on the www.chefexpress.it website or in the specific section of the "Chef Express" mobile app (hereinafter also simply the "mobile app").

The loyalty programme is not subject to the legislation governing Prize Schemes under article 6 point C bis of Italian Presidential Decree 430/2001.

1. REGISTERING FOR THE LOYALTY PROGRAMME

The Programme is restricted to Italian nationals or permanent residents of Italy over 18 years of age, who use the mobile app. **Employees of Chef Express and its related companies and/or subsidiaries and all their relatives down to the second degree are not eligible for the Loyalty Programme.**

Registration is free of charge and is done directly via the mobile app. Download the official Chef Express app to your Android or Apple device and agree to the Terms and Conditions of use. Customers must register by filling in the compulsory fields and if they wish the optional fields which give a clearer idea of their preferences and enable them to receive information about the special offers available. The Privacy Policy Statement is available in the mobile app and on the website. Use of the mobile app is strictly personal and cannot be transferred to third parties; each subscriber may only activate one registration throughout the duration of the Loyalty Programme. The account will therefore be blocked in case of misuse. Customers who mislay their smartphone, may reinstall the mobile app on a different smartphone and log on with the credentials used on the previous phone; the points in the points tally of the digital identification code will automatically be available on the new app installed. Use of the mobile app can be blocked at the request of the customer in the event of theft of the smartphone by sending an email to info@chefexpress.it, Chef Express cannot in any way be held responsible for use of the

mobile app and points accumulated or spent by people other than the customer holder before the blocking request is received.

On completion of registration on the mobile app, customers will receive a welcome bonus of 10 points and a 3 euro discount voucher redeemable on the first consumption or purchase at the market.

2. LOYALTY PROGRAMME DURATION

The Loyalty Programme runs from 15/05/2023 to 30/09/2026. Discounts can be requested from the start of the programme until 30/09/2026. After this deadline, all accumulated points will be lost unless the programme is extended, in which case participants will be informed.

3. HOW THE LOYALTY PROGRAMME WORKS

On presentation of the code available in the mobile app at the cash desk when paying for every purchase in our restaurants, bars, refreshment points or stores, every Customer registered with the Loyalty Programme will receive **one point for every Euro spent**. Points can be converted into discounts to be applied at the cash desk at any time, at a conversion rate that depends on the customer's points score.

The Loyalty Programme has three levels depending on total purchases:

Fan (programme entry level): total purchases up to 49.99 euros In this level, 1 point is awarded for every euro spent. Points can be converted into a discount of 10% of the value of the purchase being made;

Friend (next level up): level for customers with total purchases between 50.00 and 149.99 euros in the previous 90 days. In this level, 1.5 points are awarded for every euro spent. Points can be converted into a discount of 15% of the purchase being made. Customers whose purchases are no longer within this range at the end of the 90 days will return to the previous level.

VIP (highest level): level for customers with total purchases over 150.00 euros in the previous 90 days. In this level, 2 points are awarded for every euro spent. Points can be converted into a discount of 20% of the purchase being made. Customers whose purchases are no longer within this range at the end of the 90 days will return to the previous level.

As well as the points gained from purchases at the bar, restaurant or store, participants enjoy **the exclusive Chef Express Loyalty Programme benefits** which are independent of the level achieved:

- **Bar, restaurant or store purchases amounting to over 20 euros: 5 extra points.** This bonus is awarded whenever you spend more than 20 euros at the bar, restaurant or store.
- **Happy Birthday: 20 bonus points awarded on your birthday. This discount must be used within thirty days after the date of your birthday.**

The points score will be updated within no more than 12 hours after every purchase, and the points total and level are displayed in the mobile app. Once you enter a new level, you can benefit from the new point allocation rate and the new conversion rate at once. When you use a discount, the relative points will be cleared from your account. You must have at least 20 points to be able to claim a discount. You cannot use a discount on the purchase which brought you over the minimum threshold, but only from the next purchase. Customers who have gained the necessary points must inform the cashier that they wish to use the discount before the tax receipt is issued. If the amount of the discount is equal to or above the amount of eligible products within the current purchase, the system will offer redemption of a discount equal to the entire amount. If the amount of the discount is less than the amount of eligible products within the current purchase, the system will offer redemption of the maximum discount

available. The discount is not applicable to specific menus or products which are clearly marked in the restaurant, bar, refreshment point or store where you are using it.

4. COMMUNICATIONS

Throughout the duration of the Loyalty Programme, Customers will receive periodic emails/texts to the contacts provided at the time of registration, and mobile app alerts.

5. WITHDRAWING FROM THE PROGRAMME

You can unsubscribe from the Loyalty Programme using the mobile app. This will be irreversible and will anonymise all your identification data and the notifications sent, and will block access to the Loyalty Programme section of the app's information services. Customers will be unsubscribed seven days after their request is received, to enable them to change their mind and cancel the effects of their withdrawal by emailing info@chefexpress.it. **Cancellation of personal data and points will take place automatically if no purchase or consumption is made for at least 24 months.**

From 01/07/2024 promotional vouchers / discounts received and not used for more than two years will be automatically deleted from the system.

6. PROCESSING OF PERSONAL DATA

Your personal data shall be processed in compliance with applicable legislation and on the basis of the informed consent issued by the customer when registering for the programme or subsequently amended. In all cases, a copy of the privacy policy statement is available at all times on the Internet at www.chefexpress.it.

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7. ACCESS TO FULL REGULATIONS

These Regulations will be available for consultation throughout the duration of the promotion, at the Chef Express registered office and at all participating points of sale and at www.chefexpress.it.

8. CHANGES TO THE REGULATIONS

All or part of the rules, rights and benefits set out in these Regulations may be amended or cancelled at any time at the discretion of Chef Express by notifying you on the website, while respecting the rights already acquired by participating Customers up to that time.

9. LEGAL NOTES

The owners of the digital platforms from which the mobile app will be available for download do not charge for downloading and use of the app; the only cost is that of the connection on the basis of the contract between the customer and the mobile phone operator. The owners of the digital platforms are in no way involved in this scheme, but only make it possible to download the mobile app to the customer's device and use it according to the terms and conditions set out in the mobile app user licence agreement. Chef Express is not responsible for failures of the app due to the owners of the digital platforms.

10. APPLICABLE LAW

Any dispute, claim or controversy arising from or relating to these Regulations shall be settled by the relevant Court in Modena.