

PRIZE CONTEST “Reach for the Stars”

PROMOTED BY DESIGN MANAGEMENT S.R.L. Unipersonale
(CL 343/2025)

PROMOTER

Design Management S.r.l. Unipersonale, with registered office in Milan, via San Paolo no. 7 – VAT no. 05063610488 (hereinafter the “Promoter”).

DELEGATED PARTY

Clipper S.r.l., with registered office in Viale Caterina da Forlì 32 – Milan, VAT no. 06601410159 (hereinafter the “Delegate”).

NAME AND TYPE OF INITIATIVE

Prize contest called “Reach for the Stars” (hereinafter the “Contest”).

AREA

The Contest will take place at The Mall Sanremo located in Sanremo (IM), via Armea, 43 (hereinafter “The Mall Sanremo”) and The Mall Firenze located in Reggello, Località Leccio (FI), Via Europa 8, 50066 (hereinafter “The Mall Firenze”) during opening hours to the public (The Mall Sanremo and The Mall Firenze jointly hereinafter “The Mall”).

DURATION

Participation in the Contest is scheduled from October 1, 2025 until October 31, 2025 (hereinafter the “Duration”), exclusively during The Mall’s opening days and hours. The draw report will be prepared by November 25, 2025.

PARTICIPANTS

The Contest is addressed to all end consumers, clients of the Promoter, of legal age at the time of participation, who are registered to The Mall Club or who will register during the Contest and who, at the time of finalizing their purchase at one of the stores located at The Mall, will show the QR Code to the authorized staff (hereinafter the “Participant/s”).

Each Participant will be identified by their QR Code associated with the data entered at the time of registration on the website <https://themall.it/en/my-area/register>.

The following are excluded from participation in this Contest:

- all employees and their relatives and spouses of the Promoter;
- the Promoter’s associated companies and The Mall stores;
- retailers, wholesalers, shopkeepers and owners of sales points;
- subjects, enterprises or companies (legal entities) making purchases with a VAT number and

therefore not qualifying as Consumers (pursuant to art. 3, paragraph 1, lett. a), of legislative decree no. 206/2005).

PURPOSE OF THE CONTEST

The Contest aims to promote The Mall and encourage purchases at The Mall stores (hereinafter the "Store/s") and reward Participants.

For the purposes of the Contest, all purchases of an amount equal to or greater than €500 (in a single purchase receipt) made by Participants during the Duration at The Mall Stores are valid, with the exclusion of purchases made at ToscaNino Food Lounge in The Mall Firenze and Ad Hoc at The Mall Sanremo.

ADVERTISING

The complete Contest rules will be available for Participants to consult on the website www.themall.it/en.

References to the Contest will also be made within The Mall, as well as through any additional online and offline communication methods deemed appropriate by the Promoter.

PARTICIPATION METHODS

The Promoter organizes the Contest with two distinct methods of participation, as described below.

Discover & Win Method

To be entitled to receive a Discover & Win card, Participants must make a purchase at The Mall Firenze or The Mall Sanremo for a minimum amount of €500.00 in a single transaction (one receipt), showing their personal QR Code to prove registration with The Mall Club.

It should be noted that Participants will be entitled to receive one Discover & Win card (hereinafter the "Card") for every purchase of at least €500.00 or multiples thereof made in a single transaction, up to a maximum of 20 Cards per client (identified by the registration data with The Mall Club) during the entire Contest.

By way of example, if a consumer makes a first purchase of €300.00 and then a second purchase of €200.00 in a different transaction, they will not be entitled to a Card. If, however, with a single purchase they spend €1,200.00, they will be entitled to 2 Cards.

Participants entitled to receive one or more Cards will receive, at the email address associated with their The Mall Club account, a communication containing a unique code and an invitation to go to the Welcome Lounge of The Mall Sanremo or The Mall Firenze to collect the Card(s) to which they are entitled.

The Card may be collected no later than October 31, 2025. Any requests from Participants after this date will not be considered and will not give the right to receive any Card related to this Contest.

Authorized staff of the Promoter at the Welcome Lounge will verify the unique code associated with the Participant as indicated in the email, check the purchase receipt and cancel it to prevent reuse, and deliver one or more Cards according to the amount spent, in line with these rules. The Card will feature a colored scratch-off layer which, once removed, will reveal whether or not the Participant has won one of the prizes.

The Card may alternatively reveal one of the following phrases:

- **YOU WIN A MYSTERY BOX**
or
- **YOU WIN A SUPER MYSTERY BOX**
or
- **TRY AGAIN**

All Cards will look identical, making it impossible to detect the writing under the scratch-off layer, which cannot be read even against light or transparency.

The Cards will be kept by the authorized staff of the Promoter.

A total of 2 sets of Cards will be prepared: one for The Mall Sanremo and one for The Mall Firenze.

The set of Cards for The Mall Sanremo will consist of 380 Cards, of which:

- 361 non-winning
- 5 winning 1 Super Mystery Box
- 14 winning 1 Mystery Box

The set of Cards for The Mall Firenze will consist of 1,140 Cards, of which:

- 1,089 non-winning
- 15 winning 1 Super Mystery Box
- 36 winning 1 Mystery Box

A formal substitute declaration will be issued, certifying that the preparation and mixing of the Cards has been carried out in accordance with these rules and in compliance with public faith.

Winners may collect their prize directly at the relevant The Mall location upon signing a release form confirming receipt of the prize as specified locally. The prize may only be collected on the same day the win is achieved.

The Promoter assumes no responsibility for failure by the Participant to collect the prize at the time of winning. All uncollected prizes will be donated to the non-profit organization indicated in these rules.

No other prize delivery methods are foreseen beyond those specified above.

Participation in the Contest is allowed exclusively from October 1, 2025, until October 31, 2025, only during The Mall Firenze and The Mall Sanremo opening hours.

At the end of the Contest, any prizes not awarded for any reason will be donated to the designated non-profit organization.

Final Draw Procedure

To take part in the final prize draw during the Promotion Period, Participants must:

1. Make **at least one purchase of a minimum of €500** (in a single transaction) at a The Mall store, presenting at checkout, **before completing the purchase**, the QR Code that identifies the Participant's registration with The Mall Club;
2. **Register for the contest** on <https://firenze.themall.it/en/events/reach-for-the-stars> or <https://sanremo.themall.it/en/events/reach-for-the-stars> by **October 31, 2025**, completing the form with all mandatory details (first name, last name, phone number, and email address—the same email used to register for The Mall Club) and reviewing the privacy notice and the full contest rules.

Please note: if a purchase is made **without presenting the QR code** that identifies the Participant's The Mall Club registration, it **will not be considered valid** for contest participation. Similarly, if the Participant does **not register for the contest** on the website <https://firenze.themall.it/en/events/reach-for-the-stars> or <https://sanremo.themall.it/en/events/reach-for-the-stars> during the Promotion Period, purchases made at The Mall will **not give the right** to participate in the final draw.

The Organizer will create **two separate databases**—one listing purchases made at The Mall Sanremo and one at The Mall Firenze—containing consumers who have completed registration on the contest website <https://firenze.themall.it/en/events/reach-for-the-stars> or <https://sanremo.themall.it/en/events/reach-for-the-stars> during the Promotion Period, as described above. These databases will be used to conduct the relevant draws. For database creation, data from the Organizer's accounting system will be used.

Each Participant, provided they **presented the QR code at the time of purchase** and **registered for the contest** on the website <https://firenze.themall.it/en/events/reach-for-the-stars> or <https://sanremo.themall.it/en/events/reach-for-the-stars> during the Promotion Period, will be automatically entered into the relevant database for the draw. Participants will be entered **once for each valid purchase** made in accordance with these rules.

Specifically:

- Multiple purchases made **in the same store on the same day** will **not** count as additional entries.
- Purchases made **in different stores on the same day** will count, **limited to one purchase per store per day**.

For example, if a Participant makes multiple purchases in the same store on the same day, they will be entered **only once** in the database for the final draw. Purchases made in the same store on different days during the Promotion Period will count as valid entries, still respecting the one purchase per store per day limit.

A Participant can **win a maximum of one prize** during the entire Promotion Period, even if they made multiple purchases at both The Mall Firenze and The Mall Sanremo.

The Organizer reserves the right to carry out necessary checks, **cancel entries made in violation of the rules**, and/or **exclude from participation** any Participant who does not comply. In particular, the Organizer will verify the validity of transactions and ensure that purchases have not been returned.

ASSIGNMENT AND DRAW

By **November 25, 2025**, in Milan, in the presence of a Notary or an official from the Chamber of Commerce responsible for Consumer Protection, the minutes will be drawn up for the awarding of prizes distributed during the Promotion in both the **“Discover & Win”** and **Final Draw** formats.

For the purposes of documenting the winnings in the **“Discover & Win”** format, the Organizer will provide a statement detailing the total number of prizes awarded and any unclaimed prizes, which will be donated to the designated non-profit organization.

For the **Final Draw**, the Organizer will provide the two databases containing all eligible participants, in compliance with the contest rules. From each file, **1 winner** will be drawn to receive the prize, along with **5 alternates** who will replace the original winner if they are unreachable or disqualified.

In total, **2 winners** and **10 alternates** will be drawn.

WINNER COMMUNICATION

Final draw winners will be notified via **email** using the address provided during registration with The Mall Club and/or via **phone**.

Winners will receive all necessary information to claim or receive their prize. The Organizer reserves the right to request a copy of a **valid ID** to verify that the registration details match those provided to The Mall Club, and, if necessary, the **original purchase receipt**. If there is a discrepancy between the registration details and the ID provided, the prize **will not be awarded** and will instead go to the next eligible alternate.

To validate their win, winners must **confirm their personal details** (first name, last name, email, and phone number) via email to the address provided by the Organizer within **5 days** of receiving the winning notification.

The prize **cannot be transferred** to third parties.

The Organizer or its representatives **are not responsible** if the winner cannot be reached due to:

- an **incorrect, non-existent, or incomplete email address** provided during The Mall Club registration;
- a **full mailbox**;
- no response from the email server after the notification is sent;
- a **disabled mailbox**;
- the provided email being included in a **blacklist**.

PRIZES

Scratch & Win:

— Each **Super Mystery Box** includes: Moschino Toy Teddy Bear umbrella (**€80**), Dolce&Gabbana scarf (**€350**), Jil Sander cardholder (**€220**), Jo Malone mixed items pouch (**€140**). **Total value: €790.**

— Each **Mystery Box** includes: Jo Malone mixed items box (**€45**).

The Organizer reserves the right, in the event that one or more items in the **Mystery Box** or **Super Mystery Box** are unavailable, to replace them with other prizes of **equal or greater value**. Winners **cannot request an exchange** for any item included in the Mystery Box or Super Mystery Box.

Final Draw:

Each winner will receive, **at their choice**:

1.HOT AIR BALLOON EXPERIENCE:

An experience for **two people**, in a hot air balloon at sunrise over the Tuscan hills. The experience lasts **two consecutive half-days**. The prize includes dinner, a **5-star hotel stay with breakfast**, hotel pick-up for the balloon departure and return, and a **€100 lunch voucher** redeemable at The Mall Firenze Food Lounge.

The hot air balloon experience **cannot be used** during the seasonal closure from **January 7 to March 20**, as well as on any additional dates communicated when the winner is notified.

The total value of this prize is **€2,850, VAT included where applicable**.

OR

2.OBSERVATORY EXPERIENCE:

An **evening experience for two people** at the Perinaldo Observatory, with a view of the skies over Sanremo. The experience lasts **two consecutive half-days**. It includes **transfer from Sanremo to Perinaldo**, dinner prior to the evening experience, return to a **5-star hotel**, overnight stay, breakfast, access to the spa, and a **€100 lunch voucher** redeemable at The Mall Sanremo Food Lounge.

The observatory experience **cannot be used** on the following dates:

- December 30–31, 2025
- January 1, 2026
- February 20–28, 2026
- April 3–5, 2026
- April 26–29, 2026
- June 5–7, 2026

The total value of this prize is **€2,500, VAT included where applicable**.

The chosen experience **must be used by June 30, 2026**, subject to availability at the time of booking, which must be made **at least 15 days in advance** of the desired date.

In the event of cancellation of the hot air balloon or observatory experience due to **bad weather or any other unforeseen reason**, the hotel stay, overnight, and breakfast **cannot be rescheduled** and must be used on the originally booked dates. The unused experience, together with the potential lunch voucher at the Food Lounge, **can be rescheduled** to another available date, but **no later than June 30, 2026**.

Additional restrictions may apply that are **not known at the time of drafting these rules** but will be communicated to winners upon notification.

Any **transportation costs from the winner's residence to the experience location** and any other incidental or additional expenses not previously listed **are the responsibility of the winner**.

TOTAL PRIZE VALUE

The maximum total prize value, based on the highest-value prize in the Final Draw, is €23,750 Including VAT (€19,467.21 + VAT). On this amount, the Promoter provides adequate guarantee to the Ministry of Economic Development.

WAIVER OF RECOURSE

The Promoter waives the right to recourse for withholding tax under art. 30 of Presidential Decree 600 of 29/9/73 in favor of the winners.

OBLIGATIONS AND WARRANTIES

By voluntarily participating in the Contest, the Participant implicitly declares that they have read and accept these rules.

Prizes **cannot be exchanged for cash**, nor may the winner request, with or without additional payment, alternative prizes, even of lesser value.

Only in the event of unforeseen necessity may the prize be replaced, at the Organizer's discretion, with a different good or service of **equal or greater value**.

Prizes will be made available within **180 days** from the date of the draw.

If the prize pool is not fully claimed or awarded, except in cases of explicit renunciation, it will be **donated to charity**: Fondazione Dynamo Camp ETS ©2025, Via Giovanni Bovio 6, 20159 Milan (MI), Tax Code: 90040240476, including in the form of goods or alternative services of equivalent value.

The winner will **lose the right** to receive the prize if their participation is found to be irregular, as previously indicated.

Participants who take part in violation of these rules will be **automatically excluded** from the Contest, including, by way of example and not limited to, those who use software or digital tools capable of altering entries.

The Organizer, or any companies appointed to manage the Contest, **reserve the right**, within the terms deemed most appropriate and in compliance with applicable law, to limit or prevent any attempt to circumvent the designed system.

The Organizer **cannot under any circumstances be held responsible** for any issues or damages arising during the use of the prizes. By participating in the Contest, winners **release and hold**

harmless the Organizer from any issues, damages, or injuries to property or persons arising during the use of the prizes.

The use and enjoyment of the prizes may be subject to **terms and conditions imposed by third-party producers, distributors, or providers** of the prizes listed in these rules.

PERSONAL DATA PROCESSING

Participants' personal data collected for the Contest will be processed by the Promoter as Data Controller in accordance with EU Regulation 2016/679 and Italian Legislative Decree 196/2003 and subsequent amendments, as described in the privacy notice available at <http://themall.it/>.