Courtesy translation

Regulations pursuant to articles 10 and 11 of Presidential Decree 430/2001

1. **Promoter:** Design Management S.r.l., a single-member company, with registered office in Milan (MI), Via San Paolo no. 7, tax code, VAT number and registration number in the Milan Monza Brianza Lodi Company Register: 05063610488 ("**DeMa**" or "**Promoter**").

2. **Scheme and Regulations:** "The Mall Club" Loyalty Scheme ("**The Mall Club Scheme**") is a loyalty scheme based on the collection of points ("**Coins**"), promoted and managed by DeMa in its capacity as Promoter, which gives entitlement to the recognition of benefits and rewards based on the terms and conditions published by the Promoter from time to time. The Mall Club Scheme, effective from March 1, 2025, is governed by these regulations ("**Regulations**"). These Regulations may be consulted at any time on the website themall.it("**Website**"), in "The Mall" application ("**App**"), and are also available in the Welcome Lounge of participating "The Mall Luxury Outlets" (The Mall Firenze and The Mall Sanremo: "**Participating TMLO**") and the relevant points of sale, including restaurants ("**Stores**").

   For any requirements (or to request a copy of the Regulations), contact Customer Services using the following numbers: +39 055 8657 775 (The Mall Firenze) or +39 0184 1968968 (The Mall Sanremo) or by emailing themallclub@themall.it.

3. **Purpose of The Mall Club Scheme, promoted products and promoted brands:** The Mall Club Scheme is designed to promote products marketed by the Stores (as identified in detail on the Website) and to foster customer loyalty to the Stores and Participating TMLO through the provision of benefits and rewards that vary according to purchases made from sales channels made available from time to time by the Stores and Participating TMLO (as also indicated on the Website).

4. **Eligible persons:** any consumer who has reached 18 years at the time of registering for The Mall Club may participate in The Mall Club Scheme. "Consumer" is understood as any natural person who is acting exclusively for purposes which are not related to his or her trade, business or profession. Excluded from participating in The Mall Club Scheme are: **(i)** employees and spouses and cohabitants of the Promoter's employees; **(ii)** subjects, businesses and/or companies (legal entities) that make purchases with a VAT number and therefore do not have Consumer status (pursuant to art. 3, paragraph 1(a), of Legislative Decree no. 206/2005 and subsequent amendments); **(iii)** retailers, wholesalers, shopkeepers and owners of the points of sale of the Promoter's associated companies and The Mall stores; **(iv)** staff of the Stores.

5. **Duration and area of applicability of** The Mall Club **Scheme: The Mall Club Scheme will commence on March 1, 2025 and will conclude at 7PM on February 28, 2027, and Rewards and Benefits (as defined in article 6.2. below) may be applied for until 7PM on February 28, 2027. Registration for The Mall Club Scheme is possible at any time during the term of The Mall Club Scheme.**

   The Mall Club Scheme is operated on Italian territory.

6. **Description and method of execution of The Mall Club Scheme:** through The Mall Club Scheme, participants are eligible for exclusive rewards, promotions, benefits and services at Participating TMLO Stores and the locations indicated in Annex 1, which are reserved for those who (i) register for The Mall Club Scheme ("**Customers**") and (ii) accumulate a certain number of Coins by purchasing the products marketed by the Stores through the sales channels specified on the Website, including the products supplied by participating TMLO restaurants, or by purchasing items of merchandise marketed by Participating TMLO.

   It is not necessary to make purchases to register for The Mall Club Scheme, but purchases are necessary to accumulate Coins. To obtain and accumulate Coins, it is necessary to enroll in The Mall Club Scheme.

   Registration for The Mall Club Scheme may provide in itself (regardless of Coin accumulation) the opportunity to access promotions, prize deals and special Customer-only initiatives, which may be promoted during the term of The Mall Club Scheme and, in this case, will be duly publicized and communicated from time to time on the Website and by the other methods indicated in article 11 below. Customers may only use these after demonstrating that they have registered for The Mall Club Scheme by presenting their QR code as indicated in article 6.1 below. Customers who are unable to present their QR code in Stores (e.g. if they do not have their smartphone with them) can contact their TMLO Welcome Lounge and provide details of

their Account to obtain a card with an additional QR code associated with their Account. For the purposes of The Mall Club Scheme, the Customer may continue to use the QR code issued upon registering for The Mall Club Scheme.

The list of Stores and Participating TMLO is available and can be consulted on the Website and the App. The Promoter reserves the right to alter the list during the term of The Mall Club Scheme by adding further Stores and/or Participating TMLO; it is also possible that, during the term of The Mall Club Scheme, one or more Stores and/or Participating TMLO may exit The Mall Club Scheme (temporarily or permanently) and consequently the opportunity to accumulate Coins from such Stores and/or Participating TMLO may be suspended and/or eliminated. Customers are required to regularly check the list of Stores and Participating TMLO on the Website and the App.

6.1. Registration for The Mall Club Scheme

Registration for The Mall Club Scheme is free of charge and can be activated, at the customer's choice, through online channels (such as the Website and the App), at the Welcome Lounges of Participating TMLO or in the Stores. It will also be possible to register for The Mall Club Scheme through specific QR codes that link to the online registration form which will appear in promotional material for The Mall Club Scheme distributed by DeMa. By registering for The Mall Club Scheme, the Customer fully accepts the Regulations. The Promoter may decline to accept a registration application where there is just cause.

Upon registration, each Customer will be required to create their own account ("**Account**") and will be assigned a virtual identification code ("**QR code**"). For the purpose of allocating Coins, it is necessary to present the QR code (which Customers may save on their smartphones). Customers can check their Coin balance by logging in to their Account on the Website

The Account created upon registering for The Mall Club Scheme, and the QR code assigned at the time of registration for The Mall Club Scheme (which may also be issued at a Welcome Lounge in the event, as indicated in article 6 above, that the QR code cannot be presented in the Store), are personal, non-transferable, and must be used exclusively for personal purposes and not for any business or professional purposes. In addition, the same Customer may hold only one Account.

Individual Customers may not hold various Accounts at the same time and/or submit more than one QR code when making a purchase at a Store.

In the event that the Customer, by sending a specific request to themallclub@themall.it, decides to cancel/revoke their participation in The Mall Club Scheme, all the benefits granted by The Mall Club Scheme – including accrued Coins – will be automatically and immediately lost and may not under any circumstances be assigned or transferred to third parties, or recovered/restored in the event of subsequent re-enrollment in The Mall Club Scheme. The Promoter takes no responsibility for the loss of Coins as a result of the Customer's withdrawal from The Mall Club Scheme.

The Customer is required to promptly inform the Promoter of any changes to their personal data communicated upon registering for The Mall Club Scheme. This can be done by going to the Welcome Lounge or by updating it directly by logging into your Account. The Promoter is not liable for any loss/missing and/or incorrect allocation of Coins and/or other benefits as a result of failure to promptly update personal details and/or errors and/or inaccuracies in the data provided by Customers.

Enrolled Customers can access the prospective The Mall Club Scheme for subsequent years, except in the event of withdrawal or cancellation of participation or changes made by the Promoter.

6.2. Acquisition of Coins

To accumulate Coins, Customers must make purchases using the Stores' sales channels (as also indicated on the Website) or at Participating TMLO Welcome Lounges (for items of merchandise sold by Participating TMLO) and present their QR code. For purchases made in Stores, if the QR code is not shown, Coins can also be credited by bringing the purchase receipt to Participating TMLO Welcome Lounges on the same day indicated on the purchase receipt.

If the Customer is not identified in the manner indicated above, Coins cannot be credited. Coins are allocated at the rate of one (1) Coin per euro spent, rounded down (for example: €1.99 = 1 Coin).

Any returns will result in the revocation of Coins in accordance with the same criteria used for crediting Coins.

A limited number of Coins (in itself not eligible to achieve any Status) may also be accumulated by participating in the games made available on the App, in the quantities and in the manner described within the App. If you do not have access to your Account, you will still be able to use the App but you will not be able to play the games or accumulate Coins.

During the term of The Mall Club Scheme, the Promoter reserves the right to allocate Coins for further specific activities that may be introduced, including those of a limited duration, or for the purchase of certain categories of products and/or services. Customers will be informed of any such opportunities through specific announcements via the Website and any other communication channels deemed appropriate, in accordance with the provisions of article 11 below.

Coins will be registered in the system daily and accounted for in real time. Customers can check their Coin balance at any time by accessing their Account via the Website and/or App or requesting it at Participating TMLO Welcome Lounges.

Coins are personal to each individual Customer and cannot be transferred or converted into cash: they may only be used to achieve a certain *status,* as described below in art. 7.1 ("**Status**") and to access the corresponding rewards and benefits ("**Rewards**" and "**Benefits**") provided for in these Regulations and listed in Annex 1.

Coins may only be accumulated during the term of The Mall Club Scheme (i.e. until 7PM on February 28, 2027), but they may be used to claim Rewards and Benefits until 7PM on February 28, 2027. Once selected before this date (i.e. 7PM on February 28, 2027), the Rewards and Benefits must be used within the period set for each of them, as indicated in article 7.3 below.

7. Status, Rewards and Benefits: earning a specific number of Coins grants the Customer a specific Status. Upon reaching each Status, Customers immediately gain access to the corresponding Benefits and, depending on the number of Coins earned, they may claim one of the relevant Rewards.

For each Status achieved, Customers may claim and obtain only one Reward, but may enjoy all the Benefits provided for that specific Status.

7.1. Status

Based on their Coin balance, Customers may achieve three different Statuses: *Friend*, *Lover*, *Ambassador*, as described below.

Upon expiration of The Mall Club Scheme, all enrolled Customers will be able to maintain their Status after the expiration and benefit from it in any new The Mall Club Scheme organized by the Promoter, only where: (i) the Promoter organizes a new The Mall Club Scheme and in compliance with its terms and conditions, and (ii) except in the event of withdrawal or cancellation of participation or changes made by the Promoter. Maintenance of Status after expiration does not imply maintenance of the Coin balance, which will be zeroed upon expiration of The Mall Club Scheme.

1 *The Mall Friend (0 to 4999 Coins)*

'Friend' Status is acquired immediately upon registering for The Mall Club Scheme.

With *Friend* Status, Customers can access all the Benefits of this Status and, once they have accumulated at least 2500 Coins, they can select no more than one of the Rewards available for this Status. The Benefits and the Reward are cumulative and not alternative.

2 *The Mall Lover (5000 to 14,999* Coins*)*

'Lover' Status is acquired when 5000 coins have been accumulated.

With *Lover* Status, Customers can access all the Benefits of this Status and select no more than one of the Rewards available for this Status. The Benefits and the Reward are cumulative and not alternative.

3 *The Mall Ambassador (15,000 Coins or more)*

*'Ambassador' S*tatus is acquired when 15,000 coins have been accumulated.

With *Ambassador* Status, Customers can access all the Benefits of this Status and select no more than one of the Rewards available for this Status. The Benefits and the Reward are cumulative and not alternative.

With *Ambassador* Status, Customers can continue to accumulate Coins but may still only claim one of the Rewards available for this Status.

7.2. Rewards and Benefits

The Rewards that may be claimed and the Benefits that may be obtained by Customers are indicated in the table appended to the Regulations as Annex 1, and they vary according to the Status acquired. Their total indicative value amounts to €210,000.00 (two hundred and ten thousand euro) including VAT.

For each Status, all Benefits can be accessed, but only one Reward may be claimed. The Promoter reserves the right to replace the indicated Rewards and Benefits with rewards or benefits of an equal or higher value. An up-to-date list of Rewards and Benefits will always be available on the Website and the App.

Additional Rewards and Benefits may be provided during the course of The Mall Club Scheme, including for limited time periods. This eventuality will be expressly communicated via the Website, as well as other methods indicated in article 11 below.

Rewards and Benefits cannot be ceded (unless expressly indicated otherwise), bought, sold, or otherwise exchanged or converted into cash. Lost or unused Rewards or Benefits will not be reissued.

7.3. How to Claim and Receive Rewards and Benefits

For each Status, all Benefits can be accessed, but only one Reward may be claimed. Rewards and Benefits may be offered – as applicable – by the Promoter, by Stores and/or by Participating TMLO, or they may be provided by third parties. Where Rewards and Benefits are offered by more than one Participating TMLO and/or Store, the Customer may choose which Participating TMLO and/or Store to receive them from.

The Rewards and Benefits to which each Customer has access, depending on their Status, may be claimed by emailing themallclub@themall.it or in person at Participating TMLO Welcome Lounges.

The Rewards to which each Customer is entitled, depending on their Status, must be selected and claimed no later than the deadline of 7PM on February 28, 2027.

Rewards may consist of an item of merchandise or an experience:

- where the Customer chooses an item of merchandise, they can collect it at the Welcome Lounge of the chosen participating TMLO. The items must be collected from the Welcome Lounge no later than 7PM on February 28, 2027. There is no provision for home delivery of the selected item of merchandise, they may only be collected from the Welcome Lounge of the selected Participating TMLO;

- where the Customer chooses to take advantage of an experience, they may select only one of the experiences available for each Status. Once the choice has been made, the Customer will receive a confirmation email including instructions on how to access the experience at the venue. The experience must be booked no later than February 28, 2027 and fulfilled by the Customer at the venue no later than the deadline of April 30, 2027. Unless otherwise indicated in Annex 1 and/or in the confirmation email, travel expenses/round trip costs to and from the venue are borne by the Customer. The chosen experience will be booked directly by the Promoter who will contact the venue directly, without prejudice to the loss of any possibility of fulfilling the experience in question as of April 30, 2027. The Customer will therefore receive from the Promoter a voucher, in paper or digital format, as confirmation of the booking (as indicated above). The experience, once selected and booked, is not cancellable. If the experience, once selected and booked with the venue, is not actually used due to impediments of any nature on the Customer's part, the experience will be considered as fulfilled by the Customer and the reward redeemed. The Customer will no longer be able to rebook the experience to redeem the reward.

The Benefits that each Customer can access, depending on their Status, are set out in Annex 1. The Benefits will not be available after April 30, 2027.

Further details on how individual Rewards and Benefits can be claimed, collected and used, as well as any additional conditions applicable to them, are available in Annex 1.

Rewards and Benefits may be subject to additional terms and conditions, which will be promptly communicated to Customers, and, in any event, disclosed prior to confirmation of Reward and/or Benefit selection and/or use of the Coins by Customers. Additional terms and conditions may include an early expiration date, after which Rewards and Benefits cannot be claimed and/or used.

Taxes may also be applied where legally required.

Once a claim for a Reward and/or a Benefit is made, it cannot be cancelled, amended or revoked.

In no case may Coins, Rewards and/or Benefits be converted into cash and/or be the subject of exchange, trade and/or use for profit.

8. Transitional Provisions

Customers already enrolled in The Mall Club Scheme before March 1, 2025 access the present The Mall Club Scheme and its benefits under this Regulation which will replace the old Regulation in its entirety, subject to withdrawal or cancellation of participation.

Customers already enrolled in The Mall Club Scheme before March 1, 2025, will be able to prove their enrollment in the present The Mall Club Scheme by showing the code received upon joining The Mall Club Scheme before March 1, 2025.

Customers already enrolled in The Mall Club Scheme before March 1, 2025 will acquire the Status that corresponds with the number of Coins accumulated pursuant to article 7.1 of these regulations.

At the end of the present The Mall Club Scheme (i.e. 7PM on February 28, 2027) Customers registered before March 1, 2025 who, as part of the present The Mall Club Scheme do not acquire the number of Coins necessary to acquire the Status pursuant to art. 7.1, will lose the Status acquired during the term of this The Mall Club Scheme and will acquire the Status that corresponds with the Coins actually accumulated during the term of the present The Mall Club Scheme. It is understood that the Coins will in any case be zeroed without prejudice to the provisions of article 6.2 and always subject to withdrawal or cancellation of participation.

Therefore, all the provisions of these Regulations apply to Customers already enrolled in The Mall Club Scheme before March 1, 2025, including the opportunity to accumulate Coins in the manners indicated in article 6.2.

9. Compliance with the Regulations: Customers are required to comply with the Regulations and with any additional terms and conditions for the use of Rewards and Benefits.

The Promoter reserves the right to amend, revoke and/or cancel participation in The Mall Club Scheme (e.g. by assigning a different Status), without notice, to fully or partially revoke Coins, and to refrain from awarding and/or revoke the awarding of Rewards and/or Benefits to Customers who violate the Regulations of The Mall Club Scheme and/or any additional terms and conditions for the use of Rewards and/or Benefits, or Customers who otherwise engage in improper and/or abusive conduct (including the use of items of merchandise purchased from Participating TMLO for commercial purposes, or any attempt to exchange Coins).

10. Limitation of the Promoter's liability: purchases for which Coins are granted are completed by Customers with the specific Store concerned. The Promoter is not liable for any flaws and/or defects and/or for the quality of the goods and/or services obtained by such purchases. Such purchases are subject to all relevant laws and to contractual conditions of the relevant Store (by way of example: warranties, limitations of liability, restrictions on conditions of return, booking requirements, etc.). Regarding the Coins accumulated by playing in the App, the Promoter takes no responsibility for any missed credits due to Internet connection interruptions.

Rewards are the Customer's responsibility from the time of delivery, and Benefits are subject to the Customer's responsibility from the time of their claim. The Promoter accepts no liability for any losses arising from failure to take custody and/or improper custody, loss and/or failure to use within any deadline established.

11. Advertising of The Mall Club Scheme: The Mall Club Scheme (including the opportunity to participate in it and the associated registration methods) will be advertised through the sending of newsletters, through the Website, on "The Mall Luxury Outlets" social channels, as well as through the other forms of communication that may be deemed appropriate from time to time (for example, through the App, in the Stores, and possibly also via email communications with participants of The Mall Club Scheme). Any advertising undertaken to communicate this initiative will be consistent with the Regulations.

12. Preservation of the Regulations: a copy of these Regulations, drawn up and self-certified pursuant to art. 10, paragraph 3 of Presidential Decree 430/2001 shall be kept at the Promoter's headquarters for the entire term of The Mall Club Scheme and for twelve months following its conclusion.

13. Processing of personal data: the personal data of Customers collected under The Mall Club Scheme will be processed by DeMa in its capacity as data controller, pursuant to and in compliance with the legislation on the protection of personal data, and in particular (EU) Regulation 2016/679 and Legislative Decree 196/2003 and subsequent amendments, as described in the privacy policy appended to these Regulations.

14. Miscellaneous: the Regulations are subject to Italian law and by participating in The Mall Club Scheme, the Customer agrees that the Regulations are subject to Italian law. The Mall Club Scheme is operated in compliance with Presidential Decree 430/2001 regarding prize events. As required by art. 7 of Presidential Decree 430/2001, an appropriate guarantee equivalent to 20% of the prize fund will be provided.

Pursuant to articles 1989 et seq. of the Italian Civil Code, the Promoter may revoke or amend the conditions for participation established in the Regulations exclusively for just cause, without affecting any rights already acquired by Customers, giving prior notice to the Customers in the same form in which the Regulations were originally communicated or equivalent forms of communication.

ANNEX 1
"THE MALL CLUB" BENEFITS AND REWARDS

The Mall Friend

Benefits:

- ✓ **Exclusive access to promotions and private sales** offered by the stores and events run by The Mall Firenze and The Mall Sanremo
- ✓ Enjoy a unique, personalized shopping experience with **"The Mall Mate" service***
  The service includes: assistance and booking of appointments in stores, storage of shopping bags and luggage and reserved parking space
- ✓ **Luggage and shopping bag storage** available in the Welcome Lounges, for a convenient and carefree shopping experience
- ✓ **5% discount on TMLO merchandise** on sale in participating TMLO Welcome Lounges
- ✓ **Birthday gift**
  Birthday gift from The Mall Luxury Outlets collection

**Available by booking 72 hours in advance via email to themallclub@themall.it (excluding promotion periods)*

Rewards – once you reach 2500 coins, you can choose one of the following rewards**:

- ✓ A special gift from The Mall Luxury Outlets collection
- ✓ A coffee break for two at one of the Food Lounges at The Mall Firenze or The Mall Sanremo
- ✓ An essential beauty kit
- ✓ Adoption of a beehive with a jar of honey

**Subject to availability*

The Mall Lover

Benefits:
In addition to the Benefits for Friends:

- ✓ **Exclusive access to private events** at The Mall Firenze and The Mall Sanremo
- ✓ **Access to the VIP Lounge or VIP Corner by Poltrona Frau**
  Take advantage of a calm and inviting space to relax during a day of shopping*
- ✓ **Birthday gift**
  In addition to the benefit provided for the Friend level, one celebratory voucher valid for two people at one of the Food Lounges of The Mall Firenze or The Mall Sanremo
- ✓ **The discount on TMLO merchandise** on sale in participating TMLO Welcome Lounges increases from 5% at Friend level to **10%**
- ✓ **The Mall Club Private Concierge**
  Your exclusive chat with a private concierge ready to meet your every need, for an even more personalized experience

**Access permitted once a year with a guest*

Reward – once you reach 5000 coins, you can choose one of the following rewards**:

- ✓ A special gift from The Mall Luxury Outlets collection
- ✓ A package of typical regional food or drink products
- ✓ A book of photography
- ✓ A Revitalizing Rituals kit
- ✓ A sound box
- ✓ An exclusive experience of your choice from our catalog (see below)
  All experiences are valid for two people and can be booked and canceled with 72 hours notice, unless otherwise specified.

**Subject to availability*

Experiences – near The Mall Firenze:

Aperitif in an Elegant Winter Garden

Nestled under beautiful arches, the elegant Winter Garden of the St. Regis Florence invites guests to discover the authentic flavors of Italian cuisine during an exclusive aperitif accompanied by the spectacular Evening Ritual.
Enjoy a pleasant aperitif accompanied by two signature cocktails that the expert bartenders at the St. Regis Florence have reworked in a unique way, creating recipes inspired by the destination.

Location: St. Regis Florence
Availability: all year round

Esthetics and More: All-Round Beauty

Discover the potential when it comes to your personal image with dedicated advice, designed to highlight your distinctive features and reflect your unique personality.
Discover your season in an accurate color analysis session with our Image Consulting expert and receive bespoke personal recommendations.

Valid for: 1 person
Location: Florence
Availability: all year round

Experiences – near The Mall Sanremo:

Aperitif at Victory Morgana Bay

Victory Morgana Bay: the restaurant where elegance meets the flavor of the sea. Panoramic terrace and breathtaking view over the bay of Sanremo.
Seafood cuisine in an elegant environment, perfect for a romantic dinner or a special occasion.
The experience includes a cocktail accompanied by tapas, finger food, and a sushi tasting, for two people. Depending on seasonality, it is possible to reserve a table in the outdoor patio, inside the venue, or on the outdoor terrace.

Location: Victory Morgana Bay Sanremo
Period: all year round, except for weekly closing days

The Mall Ambassador

Benefits:
In addition to the Benefits provided for Friend and Lover:

- ✓ **Access to the VIP Lounge or VIP Corner by Poltrona Frau**
  Take advantage of a calm and inviting space to relax during a day of shopping*
- ✓ **Skip the line** to access Tax-Free Lounges and participating stores**
- ✓ **Hands-free shopping**
  Drop off your purchases at the stores and conveniently collect them from the Welcome Lounge at the end of your visit**

**Access permitted 4 times a year with a maximum of 3 guests*
**Twice a year, excluding sale periods*

Rewards – once you reach 15,000 coins, you can choose one of the following rewards*:

- ✓ A fine wine from the cellar at our The Mall Luxury Outlets Food Lounges
- ✓ A voucher for a tasting menu for two at the Food Lounges
- ✓ A fragrance
- ✓ One-way transfer**
  The Mall Firenze: to Florence
  The Mall Sanremo: within a 60 km radius
- ✓ An exclusive experience of your choice from our catalog (see below)
  All experiences are valid for two people and can be booked and canceled with 72 hours notice, unless otherwise specified.

**Subject to availability*
***Subject to availability, to be booked 72 hours in advance*

Experiences – near The Mall Firenze:

A Golfing Day at Ugolino Golf Club

Golf in Italy began in Florence in 1889, thanks to the large British community that designed an 18-hole course just north of the city. In 1934 the incredible Ugolino Golf Club was founded and has represented golf in Florence ever since.
The experience includes entry for two to the practice green with balls, a 1.5 hour lesson for two people and a refreshing aperitif. Alternatively, for experienced golfers, the reward consists of one free green fee.

Location: Ugolino Golf Club, Florence
Availability: all year round, excluding Mondays and the last two weeks in January

Florentine Tradition at Regina Bistecca

In 2018, the Libreria Antiquaria Gonnelli, a historic bookstore founded in 1875 and an important meeting place for painters and writers of the time, was transformed into an impressive restaurant dedicated to high-quality gastronomy, with the aim of preserving the atmosphere of a fascinating space in order to offer a satisfying and fulfilling experience that combines history with food.

The experience includes Tuscan appetizers for two, T-Bone Bistecca alla Fiorentina, two side dishes and desserts of your choice from the Regina Bistecca Selection, coffee and two glasses of delicious Tuscan red wine.

Location: Regina Bistecca, Florence
Availability: all year round, except on the weekly closing days

Relax at the Helvetia & Bristol Spa

The Helvetia & Bristol Spa is a well-being retreat situated in the heart of Florence and built on the remains of ancient Roman baths.
The experience includes entry to the Roman Baths for two people (Calidarium, Aquae, Sudatorium, Frigidarium, Tepidarium Lacus Quietis, Area Quietis, Gymnasium).

Location: Helvetia & Bristol, Florence
Availability: all year round

Experiences – near The Mall Sanremo:

A Golfing Day at Ulivi Golf Club

Since the 1930s, the city of Sanremo has been home to a precious gem: the Ulivi Golf Club, 18 holes set on a hillside surrounded by olive and mimosa trees overlooking a crystal clear sea.
The experience includes a 1.5 hour lesson for two people and a delicious lunch on the restaurant's panoramic terrace, consisting of an appetizer, a first or second course, half a liter of local Pigato wine, water and coffee.

Location: Ulivi Golf Club, Sanremo
Availability: all year round, except on the weekly closing day

The Beauty of the Ligurian Sea at La Spiaggetta Dei Balzi Rossi

A stone's throw from the Côte d 'Azur, on the edge of Liguria's Riviera di Ponente, you'll find La Spiaggetta dei Balzi Rossi: the ideal place to experience the beauty of the Ligurian Sea and enjoy some pampering in complete comfort, beside the sea.
Your exclusive secluded spot among the Balzi Rossi rocks, caressed by the sound of the waves.
The experience includes a visit to La Spiaggetta beach club including sunbeds, umbrellas and beach towels along with all the services provided at La Spiaggetta, parking and a welcome drink.

Location: Balzi Rossi Grimaldi Inferiore
Availability: May 15 to September 21

Traditional Ligurian Menu at La Pignese

One of Liguria's oldest restaurants, La Pignese is located in the ancient fishing village near the old port in Sanremo, between Piazza Bresca and Piazza Sardi, surrounded by outdoor terraces and orange trees.
An unforgettable experience in a location steeped in history, which includes a tasting menu for two comprising a welcome drink, appetizer, second course, fruit or dessert, coffee, water and a selected bottle of wine.

Location: La Pignese restaurant, Sanremo
Availability: all year round, except on the weekly closing days

When Traditional Historical Hospitality Meets Modern Hospitality

The historic Sanremo hotel, a reference point for hospitality on the Ligurian Riviera since 1874, has undergone a full renovation to welcome its guests with an elegant, contemporary atmosphere. Europa Palace is the ultimate destination for anyone dreaming of an exclusive relaxing holiday in Italy, ideal for either a romantic getaway or a longer stay, to discover all the treasures the region has to offer.
The experience includes…

Location: Europa Palace Hotel, Sanremo
Period: all year round, outside of seasonal closure