

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

- 1. Promoter:** Design Management S.r.l., with registered office at Via Pisana No. 336, Scandicci (Florence), tax code, VAT number and registration number in the Florence Company Register: 05063610488 (“**DeMa**” or the “**Promoter**”).
- 2. Scheme and Regulations:** The Mall Club Loyalty Scheme (the “**Scheme**”) is a loyalty scheme based on the collection of points (“**Coins**”), which is promoted and managed by DeMa in its role as Promoter and governed by these regulations (“**Regulations**”). These Regulations may be consulted at any time on the [‘themall.it’](http://themall.it) website (the “**Website**”), the “The Mall” application (the “**App**”), and are also available in the Welcome Lounge of participating “The Mall Luxury Outlets” (The Mall Firenze and The Mall Sanremo: “**TMLO Members**”) and the relevant points of sale, including restaurants (the “**Stores**”).

For any requirements (or to request for a copy of the Regulations), contact customer service at 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 Scheme; promoted products and promoted brands:** the 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 TMLO Members through the provision of benefits and rewards depending on purchases made from sales channels made available from time to time by the Stores and TMLO Members (as also indicated on the Website).
- 4. Eligible persons:** any consumer who has reached the age of majority at the time of registration for the Scheme may participate in the Scheme. “Consumer” is understood any natural person who is acting exclusively for purposes which are not related to his or her trade, business, or profession.
- 5. Duration and Area of applicability of the Scheme:** the Scheme will commence on May 14, 2021 and will conclude on February 28, 2023, but Rewards and Benefits (as defined in Article 6.2 below) may be applied for until April 30, 2023. Registration for the Scheme is possible at any time during the term of the Scheme.
The Scheme is operated on Italian territory.
- 6. Description and method of execution of the Scheme:** through the Scheme, members are eligible for exclusive prizes, promotions, benefits and services at TMLO Member Stores, which are reserved (i) for those who sign up to the Scheme (“**Clients**”), (ii) who accumulate a certain number of Coins by purchasing the products marketed by the Stores through the sales channels identified on the Website, including the E-Shop, the products supplied by TMLO member store restaurants, and by purchasing merchandising items marketed by TMLO Members.

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

Membership of the Scheme (regardless of the accumulation of Coins) can provide access to promotions, prize deals and special Client-only initiatives which may be launched during the term of the Scheme and, when this is the case, will be duly announced on the Website, in the manner

indicated in Article 10 below. Clients may only use the Scheme after demonstrating that they are registered by presenting their QR Code as indicated in Article 6.1 below. Clients who cannot present their QR Code at a Store (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. Clients can continue to use both the QR Code and the code issued when registering for the Scheme.

A list of Stores and TMLO Members is available for consultation on the Website and on the App. The Promoter reserves the right to alter the list during the term of the Scheme by adding further Stores and/or TMLO Members. It is also possible that during the Scheme, one or more Stores and/or TMLO Members may exit the Scheme (temporarily or permanently) and consequently the accumulation of Coins from such Stores and/or TMLO Members may be suspended and/or eliminated. In such cases, the Promoter will promptly inform clients in the most appropriate manner. Clients are required to regularly check the list of Stores and TMLO members on the Website and the App.

6.1. Registration for the Scheme

Registration for the Scheme is free and can be processed online (on the Website or the App), or at TMLO Member Welcome Lounges. It will also be possible to register for the Scheme through specific QR codes that link to an online registration form which will also appear in promotional material for the Scheme distributed by DeMa. By registering for the Scheme, the Client fully accepts the Regulations. The Promoter may decline to accept a registration application where there is just cause.

On registration, each Client will be required to create their own account (the “**Account**”) when a virtual identification code (“**QR Code**”) will be assigned. In order for Coins to be assigned, Clients must have logged in to their Account and/or displayed their QR Code (which Clients can save on their smartphones).

The Account created on registration for the Scheme, and the QR Code assigned at the time of registration for the Scheme (as may be also issued at a Welcome Lounge in the event, as indicated to Article 6 above, that their QR Code is unavailable at the Store), are personal, non-transferable, and must be used exclusively for personal purposes and not for any business or professional purpose.

Individual Clients cannot simultaneously hold various Accounts and/or submit more than one QR Code when making a purchase at a Store.

If a Client decides to cancel/revoke their membership in the Scheme, using the settings in their Account or by sending a specific request to the address themallclub@themall.it, all the benefits granted by the Scheme - including accrued Coins - will be automatically and immediately lost and cannot in any circumstances be assigned or transferred to third parties or recovered/restored in the event of subsequent re-registration with the Scheme. The Promoter is not liable for the loss of Coins as a result of the Client ceasing to be a member in the Scheme.

Clients are required to promptly inform the Promoter of any change in the personal data given when registering for the Scheme and creating their own Account, and to update such data directly in their 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 Clients.

6.2. Earning Coins

To earn Coins, Clients make purchases at the Store sales channels (as indicated on the Website) or at TMLO member Welcome Lounges (for merchandising items sold by TMLO Members) and, depending on the sales channel used, present their QR Code or log in into their Account. If the QR Code is not presented at Store purchases, Coins may still be credited by taking the purchase receipt to a TMLO Members' Welcome Lounge on the same day indicated on the purchase receipt. If the Client 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). If purchases are returned, Coins credited will be revoked.

A limited number of Coins (not eligible for any Status) can also be earned by playing the games made available on the App, in the quantities and by the methods described in the App. Even without accessing your Account, you will still be able to use the App and play the games, but no Coins will be credited.

During the term of the Scheme, the Promoter reserves the right to allocate Coins for specific additional promotions that may be introduced, including those of a limited duration, or for the purchase of certain categories of products and/or services. Clients will be informed of any such opportunities through specific announcements through the Website and any other communication channels deemed appropriate, in accordance with the provisions of Article 10 hereunder.

Coins will be registered in the system and accounted for in real time. Clients can check their points balance by requesting it at TMLO Members' Welcome Lounges or by accessing their Account on the Website and/or the App.

Coins are personal to each individual Client and cannot be transferred or converted into cash. Coins can only be used to achieve a given status ("**Status**") and access the corresponding rewards and benefits ("**Rewards**" and "**Benefits**") provided for in these Regulations and listed in Annex 1.

Coins can only be accumulated during the term of the Scheme (i.e., until 28 February 2023), but may be used to claim Rewards and Benefits until 30 April 2023. Once selected before this date (i.e., April 30, 2023), 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 Client a specific Status. On attaining the Status, the Client immediately has access to the corresponding Advantages and, depending on the number of Coins earned, may request one of the relevant Rewards.

For each Status attained, a Client may request and obtain only one Reward, but may enjoy all the Benefits provided for that specific Status.

7.1. Status

According to their Coins score, Clients can attain three different Statuses: Friend, Lover, Ambassador.

1 The Mall Friend (0 to 9.999 Coins)

'Friend' Status is immediately attained when registering with the Scheme.

With the Status of Friend, Clients can enjoy all the Benefits established for this Status and, once they have accumulated at least 5,000 Coins, they can select no more than one of the Rewards provided for this Status. Benefits and the Reward are cumulative and not alternative.

2 The Mall Lover (10,000 to 19,999 Coins)

'Lover' Status is attained when 10,000 coins have been accumulated.

On attaining Lover Status, Clients have access to all Benefits reserved for this Status and select no more than one of the Rewards provided for this Status. Benefits and the Reward are cumulative and not alternative.

3 The Mall Ambassador (20,000 Coins or more)

'Ambassador' status is acquired once 20,000 coins have been accumulated.

On attaining 'Ambassador' Status Clients can enjoy all Benefits of this Status and choose no more than one of the Rewards provided for this Status. Benefits and the Reward are cumulative and not alternative.

With Ambassador status, Clients can continue to accumulate Coins but can only claim only one of the Rewards provided for this Status.

7.2. Rewards and Benefits

The Rewards that may be requested and Benefits that may be obtained by Clients are listed in the table appended to the Regulations as Annex 1, and vary depending on the status acquired. Their total indicative value amounts to €190,000.00 (one hundred and ninety thousand), including VAT.

For each Status, all Benefits can be used, but only one Reward can 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 Scheme, including for limited time periods. Such Rewards and Benefits will be expressly announced on the Website and communicated by the other methods indicated in Article 10 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 apply for and receive Rewards and Benefits

For each Status, all Benefits can be used, but only one Reward can be claimed.

The Rewards and Benefits may be offered - as the case may be - by the Promoter, by Stores and/or by TMLO Members, or may be provided by third parties. Where Rewards and Benefits are offered by more than one TMLO Member and/or Store, Clients may choose which TMLO Member and/or Store to receive them from.

The Rewards and Benefits that each Client, depending on their Status, are entitled to may be selected and requested directly from their Account (and from the devices installed at TMLO Members' Welcome Lounges).

The Rewards to which each Client is entitled, depending on the Status they have attained, must be selected and requested by and no later than the deadline of April 30, 2023.

Rewards may be a merchandising item or an experience:

- Clients that select a merchandising item will receive a confirmation email with the QR Code required to collect it at the TMLO Members' Welcome Lounge. The items must be collected and activated at the Welcome Lounge by October 31, 2021. There is no provision for home delivery of a selected merchandising item. They can only be collected from the Welcome Lounge of the selected TMLO member;
- Clients that select to have an experience can select only one available experience for each Status. Once their selection has been made, Clients will receive a confirmation email with a detailed explanation of how to book their experience at the venue, together with the Reward Confirmation QR code required to enjoy the free experience at the venue. The experience is booked by contacting the venue directly and providing the Reward Confirmation QR Code that the venue will request. The experience must be booked and used by the client at the venue by and no later than the deadline of October 31, 2023. Unless indicated otherwise in Annex 1 and/or in the confirmation email, travel expenses/round trip costs to and from the venue are borne by the Client. An experience selected and booked at the venue may be canceled and re-booked by the Client within 48 hours prior to the booked date, without prejudice to the fact that any right to attend the experience in question will cease with effect from October 31, 2023 (as indicated above). If the experience selected and already booked at the facility is not canceled within 48 hours prior to the date booked, the experience will be deemed to have been attended by the Client and the reward redeemed. The Client will no longer be able to rebook the experience to redeem the reward.

The Benefits that each Client can access, depending on their Status, are set out in Annex 1. The Benefits will not be available after April 30, 2023.

Further details on how individual Rewards and Benefits are requested, collected and enjoyed, as well as any additional conditions applicable to them, are available in Appendix 1.

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

Taxes may also be applied where legally required.

Once a request 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 money and/or be the subject of exchange, trade and/or use for profit.

- 8. Compliance with the Regulations:** Clients 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 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 award of Rewards and/or Benefits of Clients that violate the Regulations of the Scheme and/or any additional terms and conditions for the use of Rewards and/or Benefits, or for Clients that otherwise engage in improper and/or abusive conduct (including the use of products purchased in Stores and merchandising items purchased from TMLO Members for commercial purposes, or any attempt to exchange Coins).

- 9. Limitation of the Promoter's liability:** purchases for which Coins are granted are concluded by Clients 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.). With respect to Coins earned by playing on the App, the Promoter is not liable for any failure to credit Coins due to any breakdown of an internet connection.

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

- 10. Advertising for the Scheme:** the Scheme (including the opportunity to participate in it and the associated registration procedures) will be advertised by the sending of newsletters, through the Website, on "The Mall Luxury Outlets" social media channels, and by other forms of communication deemed appropriate from time to time (for example the App, the Stores, and email communications to participants in the Scheme).

Any advertising undertaken to communicate this initiative will be consistent with the Regulations.

- 11. Preservation of the Regulations:** a copy of these Regulations, drawn up and self-certified pursuant to Article 10, paragraph 3 of Presidential Decree 430/2001, shall be kept at the headquarters of the Promoter for the entire duration of the Scheme and for twelve months after its conclusion.

- 12. Processing of personal data:** the personal data of Clients collected in relation to the Scheme will be processed by DeMa as data controller, pursuant to and in accordance with legislation on the protection of personal data, in particular Regulation (EU) 2016/679 and Legislative Decree 196/2003 as amended, in accordance with the privacy policy statement appended to these Regulations.

13. Miscellaneous: the Scheme is operated in accordance with Presidential Decree 430/2001 on prize-giving events. As required by Article 7 of Presidential Decree 430/2001, an appropriate guarantee, amounting 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 Clients, giving prior notice to the Clients in the same form as the original communication of the Regulations, by equivalent forms of communication.

ATTACHMENT 1

The Mall Friend

Advantages:

- ✓ **"The Mall Mate" service***

This service can be booked directly within your *The Mall Club* profile and is dedicated to those who want to be accompanied in the shopping experience: tailor-made advice and step-by-step guidance.

 - Reserved parking space in the parking lot where you will be welcomed;
 - Full assistance from The Mall Luxury Outlets staff to book appointments at your favorite stores;
 - Hands Free Shopping: feel free to leave your purchases and luggage at the Welcome Lounges whilst shopping;
- ✓ **Storage of shopping bags & luggage for carefree shopping at the Welcome Lounges.**
- ✓ **Exclusive access to the special promotions of The Mall Firenze and The Mall Sanremo brands.**
- ✓ **Birthday gift of 50 Coins for free (The Mall Club special points)**
- ✓ **Rewards:** once you have reached 5,000 coins you can choose from the following rewards:**
 - A special gift from The Mall Luxury Outlets collection
 - Your choice of book from:
 - "Bottega Veneta: Art of Collaboration" by Thomas Maier, Rizzoli publishers
 - "Gucci: The Making Of" by Frida Giannini and Stefano Tonchi, Rizzoli publishers
 - "Balenciaga: Shaping Fashion" by Lesley Ellis Miller
 - "Yves Saint Laurent" by Farid Chenoune, Florence Muller. V.
 - "Savage Beauty" by Andrew Bolton, edited by The Metropolitan Museum of Art, NY
 - "Peter Lindbergh: A Different Vision on Fashion Photography" by Thierry-Maxime Lorient, Taschen publishers

*once a year, excluding sale periods

**subject to availability

The Mall Lover

Advantages:

✓ **"The Mall Mate" service***

This service can be booked directly within your *The Mall Club* profile, and is dedicated to those who want to be accompanied in the shopping experience: tailor-made advice and step-by-step guidance.

- Reserved parking space in the parking lot where you will be welcomed;
- Full assistance from The Mall Luxury Outlets staff to book appointments at your favorite stores;
- Hands Free Shopping: feel free to leave your purchases and luggage at the Welcome Lounges whilst shopping;

✓ **Storage of shopping bags & luggage for carefree shopping at the Welcome Lounges.**

✓ **Access twice per year to the VIP Lounge****

The Mall Lover Customers can enjoy a calm and welcoming atmosphere for a spot of relaxation during a day of shopping.

✓ **Skip the line at the Tax-Free Lounge and participating stores.**

✓ **Exclusive access to special promotions and private sales of the brands and events at The Mall Firenze and The Mall Sanremo**

✓ **Birthday gift of 100 Coins for free (The Mall Club special points)**

✓ **Rewards - you can choose from one of the following rewards: *****

- A special gift from The Mall Luxury Outlets collection
- The choice of an exclusive experience from our catalog

*twice per year, excluding sale periods

**for a maximum of three people at a time and subject to availability

*** subject to availability

The Mall Ambassador

Advantages:

✓ **Unlimited "The Mall Mate" service**

This service can be booked directly within your *The Mall Club* profile and is dedicated to those who want to be accompanied in the shopping experience: tailor-made advice and step-by-step guidance.

- Reserved parking space in the parking lot where you will be welcomed;
- Full assistance from The Mall Luxury Outlets staff to book appointments at your favorite stores;
- Hands Free Shopping: feel free to leave your purchases and luggage at the Welcome Lounges whilst shopping;

Storage of shopping bags & luggage for carefree shopping at the Welcome Lounges

- ✓ **Unlimited access to the VIP Lounges***
The Mall Lover Customers can enjoy a calm and welcoming atmosphere for a spot of relaxation during a day of shopping.
- ✓ **Skip the line at the Tax-Free Lounge and at a selection of stores**
- ✓ **Exclusive access to special promotions and private sales of the brands and events at The Mall Firenze and The Mall Sanremo**
- ✓ **Birthday gift of 150 coins for free (The Mall Club special points)**
- ✓ **Rewards** - you can choose from one of the following rewards: **
 - Three special gifts from The Mall Luxury Outlets collection
 - The choice of an exclusive experience from our catalog

*for a maximum of five people at a time and subject to availability

** subject to availability

EXPERIENCE LOVER THE MALL FIRENZE

An exclusive image consulting experience Valid for one person

Angela Carpio, an expert image consultant, will give you style advice based on skin color, face and body shape. To best enhance your shape and balance your proportions, you will receive suggestions on which colors, accessories and materials to use to enhance your personality.

Image consulting can be carried out in two ways:

- ✓ **In person: image consulting includes three packages:**
 - ❖ **Color analysis**
to identify which season you belong to
 - ❖ **Figure analysis**
to identify your body shape
 - ❖ **Face analysis**

to identify your facial shape

✓ **Electronically: image consultancy is presented in the form of a workshop:**

- ❖ What is Armocromia?
The application of color analysis to shopping and wardrobe management.
- ❖ The fundamentals of the analysis of the figure.
You will be given immediate solutions to your main body-issue areas: abdomen, legs, height and weight.
- ❖ The fundamentals of facial analysis.
How to enhance your face through hair and make-up.

The experience lasts for one hour.

Location: Florence

Booking procedure: contact the consultant with at least 15 days' notice to request availability and confirm the booking. For the online experience, 72 hours' notice is required.

Cancellations or changes within and no later than 72 hours from the date of the event.

Period: All year round, except for the month of August, and the period from 10 December to 15 January

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

***Exhibition Experience for two at Palazzo Strozzi
Valid for two people***

The experience includes a guided tour for two with booking service and entrance tickets. You will be able to enjoy a talk on the works accompanied by a professional in the art sector.

We invite you to visit the Palazzo Strozzi website for details regarding the upcoming exhibitions.

The experience lasts an hour and a half.

Location: Florence

Period: based on the duration of the exhibitions.

Booking procedure: contact the property with at least 5 days' notice to request availability and confirm booking.

Cancellations or changes within and no later than 48 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

***Exhibition Experience with the whole family at Palazzo Strozzi
Valid for six people (max 2 adults)***

The experience includes a guided tour with an interaction kit for a family, which can be made up of one or two adults, and children aged 6 to 18, for a total of up to six people, including the booking service and entrance tickets, also accompanied by an educational professional in the artistic sector.

We invite you to visit the Palazzo Strozzi website for details regarding the upcoming exhibitions.

The experience lasts an hour and a half.

Location: Florence

Booking procedure: contact the property with at least 5 days' notice to request availability and confirm the reservation.

Cancellations or changes are permitted within and no later than 48 hours from the date of the event.

Period: based on the duration of the exhibitions.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider.

You will receive an email containing more information on how to book.

Fattoria di Maiano Experience: Guided visit to the Oil Mill

Picnic inside the Botanic Garden, with an introduction to the Fattoria di Maiano and the Olive Oil Mill

Valid for four people (max 2 adults)

Once you arrive at the Fattoria di Maiano, you will be welcomed by the staff who, after giving a brief introduction to the company and its rich history, will take you to visit the olive grove and the company's internal olive oil mill where you will learn about the production of organic extra virgin olive oil and receive a gift of a 100ml can of extra virgin olive oil. Afterwards, you will be given a picnic basket and a bottle of Chianti to enjoy inside the Botanic Garden. You can stay at the park for the whole day, visiting both the farm in the olive grove with all the large farm animals (donkeys, cows, horses, ostriches, wild boars, ponies, chickens, geese, peacocks), and the Parco Romantico della Regina and its paths through the woods. Don't miss a visit to the impressive Laghetto delle Colonne, on which the beautiful Torre di Maiano stands, surrounded by quarries of pietra serena.

The experience includes:

- ✓ Welcome with introduction to the Fattoria di Maiano and the Olive Oil Mill;
- ✓ Picnic basket containing seasonal Tuscan products and a bottle of Chianti Rufina;
- ✓ Day ticket to the Botanic Garden;
- ✓ Gift: 100ml can of extra virgin olive oil

The experience includes a day ticket to the Botanic Garden and a thirty-minute introduction to the farm and the oil mill.

Location: Fiesole (FI)

Booking procedure: contact the property with at least 5 days' notice to request availability and confirm the booking.

Period: Available all year round, weather permitting (not suitable for rainy days).

Cancellations or changes within and no later than 72 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Ambient fragrance creation | Aquaflor
Valid for one person

Aquaflor Firenze is an exclusive Perfume House, which represents the Florentine art and tradition in the creation of perfumes. The factory and the laboratory are located in a Renaissance building in the Santa Croce district. The Aquaflor collections include perfumes, colognes, moisturizers, home fragrances, candles and much more.

An *Aquaflor Specialist* will be at your disposal to teach the secrets, the techniques of artistic perfumery and discover exclusive essences in an intimate and pleasant atmosphere.

During the class, you will be able to create your own personalized room fragrance, containing a unique formula.

The experience includes:

- ✓ Visit to the perfumery and shop museum;
- ✓ Explanation of fragrance production techniques;
- ✓ Creation of your exclusive home fragrance.

The experience lasts an hour and a half.

Location: Florence

Booking procedure: contact the property with at least 10 days' notice to request availability and confirm the reservation.

Cancellations or changes within and no later than 48 hours from the date of the event.

Period: all year round

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

EXPERIENCE LOVER
THE MALL SANREMO

Experience Golf Club degli Ulivi
Valid for two people

Since the thirties, the city of Sanremo has cultivated a jewel: the Golf Club degli Ulivi, eighteen holes set on the sides of a hill laden with olive trees and mimosas overlooking the crystal clear sea.

The experience includes an hour private golf lesson followed by lunch on the panoramic terrace of the *Bucacena* restaurant. The meal includes an appetizer, a first or second course and 1/2 liter of Pigato wine.

The experience lasts three hours.

Location: Province of Imperia

Booking procedure: contact the property with two weeks' notice to request availability and confirm the reservation.

Period: all year round

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Yoga Experience in a Mediterranean Garden & Herbal Tea Tasting prepared with flowers and medicinal herbs from the Riviera dei Fiori
Valid for two people

The experience includes a yoga session in a beautiful corner of the Mediterranean gardens, where you can enjoy the special microclimate of the City of Flowers. The relaxing atmosphere together with the scent of flowers is sure to generate unique emotions, transforming a Yoga lesson into an unforgettable experience of relaxation and well-being in full harmony with nature. At the end of the yoga session, you will be able to taste an herbal tea prepared with medicinal herbs and local flowers.

The experience lasts an hour and a half.

Location: Province of Imperia

Booking procedure: contact the property with two weeks' notice to request availability and confirm the reservation.

Period of the experience: All year round, subject to weather conditions

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Yoga Experience on the beach & Tasting of herbal teas prepared with flowers and medicinal herbs from the Riviera dei Fiori
Valid for two people

The experience includes a yoga session on a beach in Sanremo. You will practice the exercise of "silence" and, at the same time, of inner listening to find time, well-being and harmony.

The relaxing atmosphere, the symphony of the waves, the warmth of the sand and the scent of the sea is sure to generate unique emotions, transforming a Yoga class into an unforgettable experience of relaxation and well-being in full harmony with the sea.

At the end of the yoga session, you will be able to taste an herbal tea prepared with medicinal herbs and local flowers.

The experience lasts an hour and a half.

Location: Sanremo

Booking procedure: contact the property with two weeks' notice to request availability and confirm your reservation.

Experience period: all year round, subject to weather conditions

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Riviera Vineyard Experience
Valid for two people

The experience includes a visit to a vineyard with an expert. After a brief introduction to the PDO wines of western Liguria, you will be offered a glass of local wine paired with the typical Ligurian focaccia, Taggiasca olives and PDO oil from the Ligurian Riviera. The winegrower will lead you through the vine rows talking about the history of the company and the characteristics of the wine being tasted.

The experience lasts an hour and a half.

Location: Province of Imperia

Period of the experience: All year round, subject to weather conditions

Booking procedure: contact the property with two weeks' notice to request availability and confirm the booking.

An exclusive image consulting experience
The experience includes a personalized armocromia analysis for one person.

The expert will analyze your skin and provide you with style tips as well as suggest the colors to use to enhance your personality. The season you belong to will be identified by analyzing the overtone and shade of the lips, any dark circles, characteristics of the iris and natural hair color. Finally, you will discover which season you belong to, the relative subgroup and receive your color palette for free.

The experience lasts an hour and a half.

Location: Sanremo

Booking procedure: contact the consultant with three days' notice to request availability and have the booking confirmed.

Experience period:

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

EXPERIENCE AMBASSADOR THE MALL FIRENZE

*An exclusive image consulting experience.
Valid for two people*

Angela Carpio, an expert image consultant, will give you style advice based on skin color, face and body shape. To best enhance your shape and balance your proportions, you will receive suggestions on which colors, accessories and materials to use to enhance your personality.

Image consulting can be carried out in two ways:

- ✓ **In person: image consulting includes three packages:**
 - ❖ **Color analysis**
to identify which season you belong to
 - ❖ **Figure analysis**
to identify your body shape
 - ❖ **Face analysis**
to identify your facial shape

- ✓ **Electronically: image consultancy is presented in the form of a workshop:**
 - ❖ What is Armocromia?
The application of color analysis to shopping and wardrobe management.
 - ❖ The fundamentals of the analysis of the figure.
You will be given immediate solutions to your main body-issue areas: abdomen, legs, height and weight.
 - ❖ The fundamentals of facial analysis.
How to enhance your face through hair and make-up.

The experience lasts for one hour.

Location: Florence

Booking procedure: contact the consultant with at least 15 days' notice to request availability and confirm the booking. For the online experience, 72 hours' notice is required.

Cancellations or changes within and no later than 48 hours from the date of the event.

Period: all year round, excluding August, and the period from 10 December to 15 January

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

***An experience to discover the jewel of Montalcino, the Castello Tricerchi
Valid for two people.***

The visit to Castello Tricerchi is a journey that will immerse you in the history of Brunello di Montalcino, passing through medieval vineyards and cellars to enjoy an authentic experience in one of the most fascinating places in Tuscany. The visit continues with a personalized tasting and a traditional Tuscan lunch.

The experience includes:

- ✓ visit to the vineyard of a historic wine cellar;
- ✓ guide;
- ✓ wine tasting;
- ✓ traditional Tuscan lunch.

The experience lasts two hours.

Location: Montalcino (SI)

Reservation methods: contact the property with at least 4 days' notice to request availability and confirm your reservation.

Cancellations or changes within and no later than 24 hours from the date of the event.

Period: all year round, preferably from 01 October to 01 March.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.



***Easy Bike Experience in Maremma
Valid for two people.***

The Bike Experience will guide you on a journey of discovery through wonderful landscapes, tastes and flavors. The route starts in Castiglione della Pescaia. You will leave from the center and take the dirt roads which, after a few hundred meters, lead into the typical Castiglionese countryside with olive

groves, sunflower fields and vineyards. At the end of the level ground, you will reach the "Le Mortelle" winery of the Marchesi Antinori. After a short tour of the estate between vineyards and orchards, you will be offered a tasting session of local products: zero-kilometer organic wines and fruit.

The experience includes:

- ✓ expert guide;
- ✓ bike tour;
- ✓ e-bike;
- ✓ tasting in the cellar;
- ✓ bike shuttle on request.

The experience lasts two or three hours.

Location: Castiglione della Pescaia (GR)

Booking procedure: contact the property with at least 4 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 24 hours from the date of the event.

Period: recommended from April to October (for other periods, available only on request based on weather conditions and availability of the property)

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.



Vineyard Yoga Experience in Chianti
Valid for up to four people.

You will enjoy an experience to discover the five senses: from the mind to the body. An introduction to the world of yoga for a spot of exercise and let yourself be rebalanced at the rhythm of nature. The lesson takes place in the Vallepicciola estate and is led by the professional Francesca Gambato. At the end of the yoga class, the Wine tour including tasting of the company's wines makes the perfect conclusion to this sensory experience.

The experience includes:

- ✓ private yoga class;
- ✓ Yoga teachers;
- ✓ yoga equipment;
- ✓ visit and tasting.

The experience lasts two hours.

Location: Castelnuovo Berardenga, SI

How to book: contact the property with at least 5 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 24 hours from the date of the event.

Period: April-October

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Picnic experience in the Villa Medicea Artimino
Valid for two people.

An enchanting walk overlooking the vineyards and olive groves until you reach one of the most picturesque spots on the luxurious estate, which offers a wonderful view of the Tuscan countryside. You will reach a *picnic* area where you can relax during a private open-air tasting, enjoying a picnic basket filled with local gourmet delicacies accompanied by a professional sommelier.

The experience lasts two and a half hours.

Location: Artimino (PO)

Booking procedure: contact the property with at least 4 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 24h from the date of the event.

Period: April - October (in winter you can enjoy the same experience inside the Villa, in front of the fireplace – November, December, January)

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.



***Experience discovering the gold of Tuscany
Valid for two people.***

This experience will allow you to participate in the truffle harvest, to admire an uncontaminated environment and understand the special relationship that is established between the truffle hunter and his dog. The search can take place in natural harvesting areas or in the company's private truffle grounds. The truffle hunter will show you the search methods, the techniques and the secrets, giving you the opportunity to lead the dog. The adventure ends with a fresh truffle-based lunch.

The experience includes:

- ✓ truffle hunting;
- ✓ guide;
- ✓ private experience;
- ✓ truffle-themed tasting session.

The experience lasts two and a half hours.

Location: Arezzo

The truffle season must be taken into account. The harvesting periods are highlighted below:

Variety	Common name	Collection period
Tuber Magnatum Pico	White truffle	from 1 October to 31 December
Tuber Melanosporum Vitt.	Black truffle	from 15 November to 15 March
Tuber Aestivum Vitt.	Summer truffle or Scorzone	from 1 May to 30 November
Tuber Aestivum Vitt. var. Uncinatum Chatin	Summer truffle or burgundy truffle	from 1 October to 31 December
Tuber Borchii Vitt. o Tuber Albidum Pico	Bianchetto	from 15 January to 30 April
Tuber Brumale Vitt.	Black winter truffle or Brumale	from 15 November to 15 March

Tuber Brumale var. Moschatm De Ferry	Ferry Muscat truffle	from 1 September to 31 December
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Booking procedure: contact the property with at least 4 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 24 hours from the date of the event.

Period: all year round - in the morning 10.30 or in the afternoon 15.30

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.



Jeep experience in the vineyard
Valid for two people.

You will be immersed in the unique landscape of Tuscany aboard a jeep. A journey through the vineyards in the heart of classic Chianti, finishing at the Rancia farm house - once a Benedictine monastery. Lastly, a historic winery in the area will welcome you for a tasting of local wines, where in addition to admiring the beauty of an old cellar and the charm of the barrel cellar, you can see the places where wines mature and are prepared for bottling.

The experience lasts two and a half hours.

Location: Castelnuovo Berardenga (SI)

Booking procedure: contact the property with at least 4 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 24 hours from the date of the event.

Period: all year round - recommended from March to October

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.



*Creation of a personal perfume | Aquafior
Valid for one person.*

Aquaflor Firenze is an exclusive Perfume House, which represents the Florentine art and tradition in the creation of perfumes. The factory and the laboratory are located in a Renaissance building in the Santa Croce district. The Aquaflor collections include perfumes, colognes, moisturizers, home fragrances, candles and much more.

An *Aquaflor Specialist* will be at your disposal to teach the secrets, the techniques of artistic perfumery and discover exclusive essences in an intimate and pleasant atmosphere.

During the class, you will be able to create your own personalized room fragrance, containing a unique formula.

The experience includes:

- Visit to the perfumery and shop museum;
- Explanation of fragrance production techniques;
- Creation of your exclusive home fragrance.

The experience lasts an hour and a half.

Location: Florence

Booking procedure: contact the property with at least 10 days' notice to request availability and confirm the booking of the experience.

Cancellations or changes within and no later than 48 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider.

You will receive an email containing more information on how to book.

***Sensory Tasting Experience at Cantina Castelvecchi
Valid for two people.***

A unique journey guided by the search for authenticity and tradition, to discover Chianti.

The vineyards of the award-winning Fattoria di Castelvecchi together with the centuries-old cellars of the medieval castle village constitute a unicum of Italian viticulture. The experience includes a wine tasting from different vintages of Castelvecchi Chianti Classico accompanied by an authentic lesson in oenology.

The experience lasts two hours.

Location: Castelvecchi (SI)

Booking procedure: contact the property with at least 4 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 24 hours from the date of the event.

Period: from April to October

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider.

You will receive an email containing more information on how to book.

***Experience Cantina Val delle Rose - Trekking & easy picnic Maremma
Valid for two people.***

You will be escorted to a winery and on one of the excursions among the vineyards of the estate (Morellino route 1.5km - Poggio al Leone route 4.5km - Coastal route 7km). For that added touch of relaxation, immersed in the picturesque vineyards at the most panoramic point of the walk you will find a table set with tablecloth, cutlery, glasses and a picnic basket. The latter includes a bottle of wine, Tuscan schiacciata, toasted bread, olive oil, an assortment of cured meats and cheeses.

The experience lasts two hours.

Location: Grosseto

Booking procedure: contact the property with at least 4 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 24 hours from the date of the event.

Period: from April to October

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.



Safari Tour & Land Rover Experience inside the estate with an aperitif on the road

Valid for four people. (max two adults)

You will be welcomed at Fattoria di Maiano by an expert driver who will accompany you on the Safari Tour experience aboard the Land Rover, offering information about the characteristics of the environment and history of the place. During the experience you will have the opportunity to visit the most secret places on the estate: from the magical atmosphere of the forest where you will meet the local wild animals, to the long breaths of the olive grove, with beautiful views of the hills and unprecedented views over the city of Florence.

Along the way, it will be possible to stop and enjoy an 'on the road' aperitif.

Once you return to the farm, you will receive a gift of a 100ml can of extra virgin olive oil and then have the chance to explore the park for the rest of the day, visiting both the Educational Farm in the olive grove with all the large farm animals (donkeys, cows, horses, ostriches, wild boar, ponies, hens, geese, peacocks), both the Romantic Park of the Queen and its paths into woods, up to the famous

and picturesque Laghetto delle Colonne, on which the beautiful Torre di Maiano stands, surrounded by quarries of pietra serena.

The experience includes:

- ✓ Safari Tour inside the estate lasting 60-90 minutes;
- ✓ Aperitif on the road including a bottle of Chianti Rufina and seasonal snacks;
- ✓ Daily admission to the Botanic Garden;
- ✓ Gift: 100ml can of extra virgin olive oil.

The experience lasts for one day.

Location: Fiesole (FI)

Booking procedure: contact the property with at least 5 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 72 hours from the date of the event.

Period: Available all year round, weather conditions permitting

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

***Culinary experience inside the Barthel showroom
Valid for two people.***

The experience includes a visit to the headquarters of the Barthel universe. An articulated design studio flanked by artisan workshops and a large showroom, located in the Oltrarno, the heart of the Florentine artisan tradition. In addition to the guided tour of the showroom, you will have the opportunity to taste local Tuscan produce whilst learning all about them from the chef's team.

The experience lasts an hour and a half.

Location: Florence

Booking procedure: contact the agency with at least 10 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 48 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

***Football Museum Experience
Valid for four people. (max two adults)***

Are you a football lover? This experience will give you the opportunity to take an exclusive guided tour of the FIGC Federal Technical Center in Coverciano where the Italian national football team trains. You will be able to visit the pitches, the changing rooms, the rooms reserved for press conferences and the areas of the Center that are usually not accessible to the public. The experience will continue within the CTF with a guided tour of the Football Museum that collects the present and past history of the Italian national team, retracing the Azzurri's triumphs from 1982 to the 2006 victory.

The experience lasts an hour and a half.
Location: Florence

Booking method: contact the agency with at least 10 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 48 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Culinary experience by Guido Guidi
Valid for two people.

The experience includes a visit to the headquarters of the famous Florentine banqueting master, Guido Guidi. You will be offered a welcome flute during a visit to the showroom and the opportunity to enjoy a culinary experience in the presence of the Chef who will also be able to guide you in the preparation and subsequent tasting of a dish of his choice.

The experience lasts an hour and a half
Location: Florence

Booking procedure: contact the agency with at least 10 days' notice to request availability and confirm the booking.

Cancellations or changes no later than 48 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Tasting Menu Experience at the Hotel Excelsior | Ristorante Sesto on Arno
Valid for two people.

Ristorante SE-STO combines Mediterranean and contemporary cuisine in a unique setting: this is how a culinary experience with cutting-edge ideas is born. Its elegant transparent glass structure extends over two large terraces overlooking Florence, for a unique experience characterized by over 300 Italian and international wine labels and much more.

The experience lasts two or three hours.

Location: Florence

Booking procedure: contact the property with at least 24h notice to request availability and confirm the booking.

The date may be changed or booked no later than 48 hours from the date of the event in case you are unable to participate on your chosen day.

No cancellations or changes are permitted later than 48 hours from the date of the event.

Period: all year round, for dinner.

Once this experience has been selected as a Reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the restaurant. You will receive more information on how to book sent to your email address.

Calligraphy workshop

Valid for two people.

Inside a historic industrial building in Prato, you can visit a one-of-a-kind flower shop. You have the chance to participate in a workshop held by an expert calligrapher which will include an introduction to the art of calligraphy and the chance to create a personalized item.

The experience lasts an hour and a half.

Location: Prato

Booking procedure: contact the agency with at least 10 days' notice to request availability and confirm the reservation.

Cancellations or changes within and no later than 48 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Florist workshop

Valid for two people.

Visit a one-of-a-kind flower shop located inside a historic industrial building in Prato. The experience includes the opportunity to participate exclusively in a workshop held by a highly experienced florist who, in addition to providing her knowledge of flowers, will help the guest create a personalized bouquet.

The experience lasts an hour and a half.

Location: Prato

Booking procedure: contact the agency with at least 10 days' notice to request availability and confirm the booking.

Cancellations or changes within and no later than 48 hours from the date of the event.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book

THE MALL SANREMO AMBASSADOR

***SPA experience at Agriturismo L'Adagio & Olio Roi - Badalucco
Valid for two people.***

Il Benessere dall'Ulivo: a characteristic and refined wellness center that combines the classicism of Ligurian stone with the most modern services of sauna, Turkish bath, whirlpool and wellness area with an invigorating swim in natural outdoor pools; all accompanied by the best properties of exclusive olive oil cosmetics.

The experience includes one night at the farmhouse and reserved access to a private SPA. For an even more unique experience, you can enjoy a breakfast in your room based on typical Ligurian products and olive oil tasting at the farmhouse or at the museum.

The experience lasts for one day.

Location: Imperia

Reservation methods: contact the property with at least four weeks' notice to request availability and confirm the reservation.

Experience period:

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

***Chef Experience, Ristorante La Pignese
Valid for two people.***

La Pignese, one of the oldest restaurants in Liguria, is located in the ancient fishing village in the area of the old port of Sanremo, in the piazzetta dei pescatori (ancient fishermen's square), between Piazza Bresca and Piazza Sardi, surrounded by outdoor terraces and orange trees.

An unforgettable experience in a place rich in history, which includes a cookery class, a dedicated menu and a tasting menu consisting of a welcome drink, appetizer, main course, fruit/dessert, coffee, water, 1 bottle of wine of your choice.

The experience lasts for three hours.

Location: Sanremo

Booking procedure: contact the property with at least two weeks' notice to request availability and confirm the booking.

Experience period: all year round.

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Monet Experience

Valid for two people.

An immersion into the world of art and culture.

A certified tour guide will accompany you through the places painted by Claude Monet during his stay in the Riviera dei Fiori. The visit will begin in the historic center of Bordighera and then continue to Dolceacqua - the charming splendid medieval village painted on the famous work by the painter.

During the visit you will be shown images of the paintings which depict Monet's journey in Liguria and you will be able to follow his itineraries: unique emotions in unique places.

The experience includes tickets to:

- Castello Dolceacqua;
- Villa Pompeo Mariani.

The experience lasts for four or five hours.

Location: Bordighera (IM)

Booking method: contact the property with at least two weeks' notice to request availability and confirm the reservation.

Experience period:

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Bussana Vecchia Experience – the Ghost Village Local artists & Ligurian Aperitivo

Valid for two people.

Along the coast between Sanremo and Taggia, on the top of a gentle rocky hill overlooking the sea stands Bussana Vecchia, one of the most mysterious and fascinating villages in the Riviera dei Fiori. Walking through the alleys of the village, you will discover its history by visiting the artisan shops, tasting a fresh aperitif with Ligurian specialties in the characteristic square, in an environment that will immerse you in an atmosphere from the past.

The experience includes:

- ✓ Aperitif with typical local products

The experience lasts two hours.

Location: Bussana Vecchia

Booking method: contact the property with at least two weeks' notice to request availability and confirm the reservation.

Experience period:

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Sanremo Villas and Gardens Experience & Herbal Tea Tasting prepared with flowers and medicinal herbs from the Riviera dei Fiori
Valid for two people.

A journey that is also an experience.

You will be guided through the luxuriant parks of the Ormond villa where you can admire Mediterranean plants and - depending on the season - smell the prestigious Sanremo roses. The experience will continue with a visit to the Flower Museum to discover the history of Sanremo's floriculture.

After a pleasant immersion in greenery and flowers, you will visit the brilliant inventor Alfred Nobel's villa.

Finally, you will be offered a herbal tea prepared with medicinal herbs and flowers from our valleys.

The experience lasts two hours.

Location: Sanremo

Booking procedure: contact the property with at least two weeks' notice to request availability and confirm the booking.

Experience period:

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Yoga Experience amidst Taggiasca olive trees & oil tasting

Valid for two people.

“Silence is the space in which dreams come true” quote by Thich Nhat Hanh.

An emotional experience practicing yoga and meditation immersed in a rural Ligurian landscape at the foot of centuries-old roots looking up to the sky. Harmony, balance and well-being. At the end of the session lasting about an hour, guided by an expert, you will be able to taste the extra virgin olive oil Riviera Ligure - Riviera dei Fiori and find out about the advantages of what's known as "yellow gold".

The experience lasts three hours.

Location: province of Imperia

Reservation method: contact the property with at least two weeks' notice to request availability and confirm the reservation.

Experience period: all year round, subject to weather conditions

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider.

You will receive an email containing more information on how to book.

Olive grove experience

Valid for two people.

A unique experience that includes a guided tour of a medieval village in the Ligurian hinterland who will lead you to discover the hidden gems of the area and the splendid dry-stone walls that represent a cultural heritage of the territory and which are of inestimable value. After a pleasant walk among the olive groves, you can taste the PDO extra virgin olive oil Riviera Ligure - Riviera dei Fiori. Finally, there will be a tasting of local specialties and a local PDO wine.

The experience lasts three/four hours.

Location: province of Imperia

The experience lasts three hours.

Location: province of Imperia

Booking method: contact the property with at least two weeks' notice to request availability and confirm the reservation.

Experience period: all year round, subject to weather conditions

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider.

You will receive an email containing more information on how to book.

Sailboat Aperitif Experience

Valid for two people.

In an enchanting bay near the port of Sanremo get lost with your gaze on the horizon and in front of a fairytale sunset, indulge in an aperitif of traditional local products and Sanremo prawns.
A unique experience to enjoy carefree beauty.

The experience lasts three hours (from 18:00 to 21:00).

Location: Sanremo

Booking procedure: contact the property with at least two weeks' notice to request availability and confirm the reservation.

Experience period: all year round, subject to weather conditions

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider.
You will receive an email containing more information on how to book.

Sailboat Experience and Whale Watching

Valid for two people.

In the tourist port of Sanremo, you will find an elegant sailing boat waiting for you along with an experienced captain.

Drop the ropes, hoist the sails and head for a splendid cruise.

You will be able to enjoy a relaxing aperitif whilst watching whales in their natural habitat. The fresh sea breeze and the gentle swaying of the waves is sure to relax you.

The experience lasts four hours (from 9:00 to 13:00 and from 14:00 to 18:00).

Location: Sanremo

Booking procedure: two weeks' notice to request availability and confirm the booking.

Experience period: all year round, subject to weather conditions

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QRCODE by email to reserve your experience directly by contacting the provider.
You will receive an email containing more information on how to book.

An exclusive image consulting experience.

Valid for one person.

The experience includes a personalized armocromia analysis for one person.

The expert will analyze your skin and provide you with style tips to help you enhance yourself by suggesting the colors, accessories, materials and shapes to use to enhance your personality.

The season you belong to will be identified by analyzing the overtone and shade of the lips, dark circles, characteristics of the iris and natural hair color.

Finally, you will discover which season you belong to, the relative subgroup and receive your color palette for free.

The experience lasts two to three hours

Location: Sanremo

Booking procedure: contact the consultant with at least three days' notice to request availability and confirm the booking

Experience period: all year round

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

An exclusive image consulting experience

The experience includes a personalized armocromia analysis for two people.

The expert will analyze your skin and provide you with style tips to help you make the most of yourself by suggesting the colors to use to enhance your personality. The season you belong to will be identified by analyzing the overtone and shade of the lips, any dark circles, characteristics of the iris and natural hair color. Finally, you will discover which season you belong to, the relative subgroup and receive your color palette for free.

The experience lasts an hour and a half

Location: Sanremo

Booking procedure: contact the consultant with at least three days' notice to request availability and confirm the booking.

Experience period:

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.

Bordighera: the elegance of Liberty, the characteristic historic center and the blue of the sea.

Valid for two people.

The characteristic historic center of Bordighera, framed by lush Mediterranean vegetation and overlooking Capo Sant'Ampelio, is a corner of Liguria that Claude Monet painted several times. The elegant and refined nineteenth-twentieth century city stretches between the crystalline blue sea and the Liberty villas scattered over the hills and along the Via Romana. Queen Margherita also fell in love with Bordighera. We will visit Villa Garnier and we will have the opportunity to deepen our knowledge of this illustrious character, Charles Garnier, to appreciate his deep passion and dedication for art, architecture and nature.

The experience includes:

- Guided tour of the historic center and itinerary of the aristocratic villas with a certified tourist guide;
- Visit to Villa Garnier.

Duration: About 3 hours.

Booking procedure: contact the property with at least two weeks' notice to request availability and confirm the reservation.

Experience period:

Once you have chosen this experience as a reward related to your level (Lover/Ambassador), you will receive the code/QR CODE by email to reserve your experience directly by contacting the provider. You will receive an email containing more information on how to book.