

AREA

There is no dedicated area as the competition takes place online through the dedicated "Valmontone Outlet App". Only prize collection takes place at Infopoint Valmontone Outlet.

TYPE OF PRIZE COMPETITION

Random draw

RECIPIENTS

Adult customers who download the app called Valmontone Outlet App and activate the Valmontone Virtual Card Both conditions are mandatory and essential for participating in the competition. Accumulating points alone is not considered a condition for participation in the competition. To participate in the competition, Participants must download the app on their mobile phones (the download is exclusively from the Apple App Store or Google Play Store) and complete the membership form. Any other method of joining the competition is excluded (paper enrollment, email, phone, etc.) and unauthorized for competition purposes.

DURATION

The days dedicated to participating in the competition are from 08/04/2024 to 31/12/2024 inclusive. Closing days are those institutionalized by the Center: Christmas - New Year - Easter Sunday. The competition activity hours are strictly linked to Valmontone Outlet's hours. The customer who receives the play can do so by going to the appropriate section of the app "participate in the competition" and clicking on the "play" button, only on the same day of receiving it. At the end of the day and outside the Center's hours of the relevant day, the play loses its validity and cannot be carried out anymore. Point loading follows the same timeline as well.

PROMOTED PRODUCTS AND STORES

All products and services sold at Valmontone Outlet stores Products such as tobacco (law of 10 April 1962, no.165), pharmaceutical products or medicinal specialties (prohibition established by Legislative Decree 30 December 1992, no.541 for products that can only be provided with a medical prescription or that contain psychotropic or narcotic substances), infant foods (Legislative Decree 84/2011), as well as payments for bulletins, monopoly goods, tobacco and stamped values, instant and national lotteries of the AAMS, phone recharges, newspapers, and receipts for Gift Card purchases are expressly excluded from the competition.

ACCESS TO THE COMPETITION

Participation in the competition is mandatory upon installing the Valmontone Outlet App on the customer's device and activating the Valmontone Virtual Card. In case of permanent deletion of the account with which the Participant registered, the Valmontone Virtual Card will lose all effects, and the participant will no longer be able to access promotional initiatives/offers initiated by the center and the ongoing competition, the points accumulated up to that moment will not be recoverable. If the Valmontone Virtual Card is not renewed upon expiration, it will not be possible to accumulate points until the renewal of the card itself. Points accumulated at the expiration date will remain on standby until the renewal of the Valmontone Virtual Card. If the Valmontone Virtual Card is not renewed by the end of the ongoing competition, the points will no longer be usable.

CONTEST PROCEDURE

During the specified period, customers making purchases of at least €20.00 each (also cumulative across multiple purchases from the same or different stores) recorded on the Valmontone Outlet App directly by the referring merchant at the time of purchase on a dedicated device (tablet or smartphone) will receive 1 point. Each point is loaded into the dedicated section of the App, generating "merit tiers" as follows:

WELCOME TIER → up to 99 points loaded

BRONZE TIER → from 100 to 299 points

SILVER TIER → from 300 to 499 points

GOLD TIER → from 500 to infinity

Additional points allocation:

- Double points are provided for purchases made in the first week of launch and in the second week of November (from 11/11/24 to 17/11/24).
- 1 point for each friend who activates an account on the Valmontone Outlet App by entering the "Reference Code" in the appropriate field. The maximum number of points that can be accumulated through the invite-a-friend system is 10 points.
- 2 extra points if the customer makes at least one transaction on their birthday. In the dedicated "My Rewards" section of the App, there will be a list of all the prizes won. Each prize corresponds to a unique code that must be communicated to the infopoint.

With this code, the infopoint can verify the validity of the prize from the administration panel and mark it as redeemed. Then, they can issue the corresponding physical Gift Card for that prize.

→ **For every €100 spent**, cumulatively for purchases made even in multiple stores on the same day, the customer receives a play that they can carry out by going to the appropriate section of the app "participate in the competition" and clicking on the "play" button, the outcome of which can be winning or non-winning. In case of winning, the customer can collect a Gift Card worth **€50.00** at the Valmontone Outlet Infopoint to use at Valmontone Outlet stores in a single transaction or across multiple purchases, even in different stores, until the Gift Card balance is exhausted and within its expiration date (12 months from the activation date, which coincides with the collection date at the Infopoint).

→ **Every month**, among all those who have made purchases in the same month, a customer for each merit tier (welcome, bronze, silver, gold) receives a "bonus" play that adds to the available plays and can be carried out through the APP - in the "participate in the competition" section by clicking the play button. The outcome of individual plays can be winning or non-winning. In case of winning, the customer can collect a Gift Card worth **€100.00** at the Valmontone Outlet Infopoint.

→ **Every month**, upon moving from one merit tier to the next or to a higher one, a customer receives a single "bonus" play whose outcome can be winning or non-winning. In case of winning:

- The customer who moves from the welcome tier to the bronze tier can collect a Gift Card worth **€50.00** at the Valmontone Outlet Infopoint.
- The customer who moves from the bronze tier to the silver tier can collect a Gift Card worth **€100.00** at the Valmontone Outlet Infopoint.
- The customer who moves from the silver tier to the gold tier can collect a Gift Card worth **€150.00** at the Valmontone Outlet Infopoint.

It is expected that each customer, regardless of the value of purchases, can receive a maximum of 10 daily plays.

At the end of the competition period (31/12/2024) and between 02/01/2025 and 15/01/2025, a random draw will be conducted among all those who have reached the gold tier by 31/12/24, and a Gift Card worth **€1,000.00** will be awarded to be used at Valmontone Outlet stores in a single transaction or across multiple purchases, even in different stores, until the Gift Card balance is exhausted and within its expiration date.

PRIZE FUND

It is intended to award prizes for a total net amount of €20,650.00, for which a regular surety bond is deposited

AWARDING

Prizes are randomly awarded for instant win prizes and with a dedicated draw in the presence of a chamber official for the final grand prize.

PRIZE COLLECTION

Winners cannot contest the awarded prize, nor request the corresponding cash value or exchange/replacement, for any reason. Prizes cannot be transferred to third parties. Prizes cannot be converted into cash or gold tokens. To collect the prize, the winner must present their identity document. Instant prizes will be handed to winners upon winning their play, following the completion of the acceptance release form for the prize at the Valmontone Outlet infopoint, which will be retained at the Infopoint for ministerial operations until the end of the competition.

All prizes related to winnings must be collected/redeemed no later than 15/01/2025.

The complete text of the regulations can be consulted at the Infopoint station.