Regulation of the Rainoldi Wine Club

The winery Casa Vinicola Aldo Rainoldi, headquartered at Via Stelvio, 128 – 23030 Chiuro (SO), tax code and VAT number 00531010148 (hereinafter referred to as "Casa Vinicola Aldo Rainoldi"), offers discounts, benefits, and services to customers who wish to avail themselves of them, at the store located at Via Stelvio 128, 23030 Chiuro (SO), and on the website **www.rainoldi.com/it/wineclub**

To benefit from these advantages, it is necessary to register for the Rainoldi Wine Club, whose participation is governed by the following terms and conditions (hereinafter also referred to as the "Regulation"), which the "Recipient Customer" must read carefully. Registration to the Rainoldi Wine Club, hereinafter referred to as the Wine Club, according to the procedures set forth in section 7 below, implies the acceptance by the Customer of this Regulation.

Casa Vinicola Aldo Rainoldi srl reserves the right to periodically, including partially, modify these conditions, with such modifications coming into effect ten (10) consecutive days after their publication on www.rainoldi.com/it/wineclub. Should the "Recipient Customer" not accept the changes made, they shall have the right to cancel their registration, which right they may exercise at any time, as specified below. Participation in the Club, after the amendments come into effect, shall nonetheless imply the acceptance, by conduct, of the modifications made.

Casa Vinicola Aldo Rainoldi also reserves the right to temporarily or permanently suspend the present loyalty program at any time, without the Customer having any claims in this regard (subject only to the respect of rights already acquired by participants up to that point), notifying such suspension on its website www.rainoldi.com and/or at the store located at Via Stelvio 128, 23030 Chiuro (SO). This Regulation is always available for consultation at www.rainoldi.com/it/wineclub.

1. Promoter

Casa Vinicola Aldo Rainoldi, with its registered office at Via Stelvio, 128 – 23030 Chiuro (SO), tax code and VAT number 00531010148.

2. Participation Channels

• The store located at Via Stelvio 128, 23030 Chiuro (SO)
• E-commerce website: www.rainoldi.com/it/wineclub

3. Territory

National territory of Italy.

4. Type / Name / Purpose of the Initiative / Duration

This is a promotional initiative consisting of a loyalty program based on the accumulation of points, hereinafter referred to as "Calici"(=Glasses) in a digital profile, which grants exclusive benefits to the holders of such a profile. The purpose of the initiative is to create customer loyalty through a loyalty program that rewards customers belonging to the Wine Club. The Rainoldi Wine Club is structured into three levels that are reached by accumulating Calici through wine purchases and tasting tours, both online via the Rainoldi Wine Club website and at the winery. The three levels

are: Just Friends (1-200 Calici), Best Friends (201-700 Calici), and Close Friends (over 701 Calici). Each euro spent is equivalent to one Calice.

The levels are maintained until December 31 of the year following their acquisition and are renewed annually upon reaching the minimum requirements for each level.

For example, the following applies: A "Best Friends" customer in 2025 makes a purchase totaling €150, equivalent to 150 Calici. On January 1, 2026, the system will calculate the total Calici and reassign the "Just Friends" status, as 150 is within the range for this level, i.e., between 1 and 200 Calici.

Conversely, if the "Best Friends" customer in 2025 spends €230, on January 1, the system will perform a status assignment check and confirm the "Best Friends" status for the entire year of 2026.

Finally, if the "Best Friends" customer spends €760 in 2025, the system will perform a status assignment check on January 1 and maintain the "Close Friends" status for the entire year of 2026.

5. Recipients

End customers who are of legal age and register for the Wine Club in accordance with the registration and operating procedures outlined below.

6. Wine Club Registration Management

Purpose: Management of participation in the Wine Club. Data will be used to provide the discounts and benefits offered to members and, more generally, for all contractual and administrative obligations related thereto.
Processed Data: Personal and contact information (first name, last name, postal address, email address, telephone number) provided on the online registration form; data regarding purchases made and points accumulated, coupons, and discounts granted.
Legal Basis: Execution of the Wine Club registration contract (Rainoldi Wine Club Regulation).
Retention Period: The time necessary to manage participation in the Wine Club.

7. Registration Process

Registration for the Wine Club requires the creation of a specific "Rainoldi Wine Club" account, which will allow the Customer to access their personal page on the dedicated Wine Club website, including the Club's e-commerce platform. The customer registers for the Wine Club by providing their data and assumes the "Friends" status. They will receive a welcome email that will allow them to make their first purchase with a special discount that can be used only once. This purchase will enable the customer to move to the next status levels (Just Friends, Best Friends, and Close Friends) and enjoy all the related privileges.

The registration system will prevent minors from enrolling in the loyalty program. Registration/activation will be carried out in compliance with privacy laws. Registration for the Wine Club is personal and non-transferable. A customer may not activate more than one account during its validity. Registration is for private and non-commercial use only.

The Customer may request to be removed from the loyalty program at any time by contacting customer care at 3921621967 or by emailing accoglienza@rainoldi.com.

8. Operating Procedures

By registering for the Wine Club and logging in, the customer will assume the "Friends" status. This will allow them to reach three different statuses by accumulating points/Calici from purchases.

Depending on the status to which the Customer belongs, they will receive increasing rewards. Each euro spent on the purchase of wine and experiences, both online and at the Chiuro location at Via Stelvio 128, is equivalent to one point called "Calice."

Calici are accumulated over the calendar year, from January 1 to December 31. Each year, on January 1, the system calculates the total Calici accumulated from purchases made during the previous year and reassesses the customer's membership status based on the accumulated points.

For example, the following applies: A "Best Friends" customer in 2025 makes a purchase totaling €150, equivalent to 150 Calici. On January 1, 2026, the system will calculate the total Calici and reassign the "Just Friends" status, as 150 is within the range for this level, i.e., between 1 and 200 Calici.

Status "Friends":

The customer has completed the registration form and accepted the present Regulation and the company's privacy policy. In this way, they will be able to make their first purchase with a special discount, which will be communicated in the email sent after completing the form.
The registration provides the possibility to activate the "Friends" status but does not offer any additional discount beyond the one received in the welcome email. The customer may also participate in Wine Club events by booking participation directly from their account.

Status "Just Friends":

- Acquired through the purchase of wine or experiences at the e-shop or the store in Chiuro after registering for the Club.
- 1 € spent on wine or experiences equals 1 Calice.
- The "Just Friends" level is obtained with 1 Calice, i.e., 1 € spent on wine and experiences.
- When the "Just Friends" customer reaches 201 Calici, they will advance to the next level – "Best Friends," and any surplus points will be credited immediately.
- On January 1 of each following year, the system calculates the total Calici accumulated in the previous year, corresponding to actual purchases, and reassigns the membership level as follows:
    - Just Friends: If the Calici accumulated in the previous year are between 1 and 200.
    - Best Friends: If the Calici accumulated in the previous year are between 201 and 700.
    - Close Friends: If the Calici accumulated in the previous year are over 701.

Status "Best Friends":

- The Customer reaches this status after accumulating 201 Calici. Any surplus points will be credited immediately upon reaching the new status.

- Once 701 points are reached, the Customer will move to the "Close Friends" level, and any surplus points will be credited immediately.
- On January 1 of each following year, the system calculates the total Calici accumulated in the previous year, corresponding to actual purchases, and reassigns the membership level as follows:
    - Just Friends: If the Calici accumulated in the previous year are between 1 and 200.
    - Best Friends: If the Calici accumulated in the previous year are between 201 and 700.
    - Close Friends: If the Calici accumulated in the previous year are over 701.
- The Charme visit for two people, which is part of the benefits associated with the Best Friends status, follows the same logic as the duration of the status level, namely: as of January 1st, it will remain unchanged if the customer retains the Best Friends status, will be extended to three participants if the status is upgraded to Close Friends, and will not be available if the status is downgraded to Just Friends.

Status "Close Friends":

- The Customer reaches the "Close Friends" status after accumulating 701 Calici since reaching the "Close Friends" level or if they earned 701 points from the "Just Friends" status. Any surplus points will be credited immediately upon reaching the new status.
- On January 1 of each following year, the system calculates the total Calici accumulated in the previous year, corresponding to actual purchases, and reassigns the membership level as follows:
    - Just Friends: If the Calici accumulated in the previous year are between 1 and 200.
    - Best Friends: If the Calici accumulated in the previous year are between 201 and 700.
    - Close Friends: If the Calici accumulated in the previous year are over 701.
- The Charme visit for three people, which is part of the benefits associated with the Close Friends status, follows the same logic as the duration of the status level. Specifically, it will remain unchanged if the customer maintains the Close Friends status, will be reduced to two participants if the status is changed to Best Friends, and will not be available if the status is reduced to Just Friends.

9. Accumulation of Points

- Points or glasses will be automatically credited to the Customer's profile with each purchase made at the retail location at Via Stelvio 128, 23030 Chiuro (SO), or through the e-commerce website www.rainoldi.com/it/wineclub, at a rate of one glass per each euro spent, rounded up (e.g., €1.99 = 2 points).
  Points for purchases made via the e-commerce website will only be credited after logging into the customer’s e-commerce account. To be eligible for glasses when purchasing at the Casa Vinicola Aldo Rainoldi srl retail location (located at Via Stelvio 128, Chiuro), the Customer must identify themselves prior to the issuance of the receipt by providing their full name or the registered email address. For purchases via the e-commerce site, the Customer must log in using their credentials.
  Failure to identify as a member of the Wine Club in the manner specified above will prevent the accumulation of points, and no retroactive crediting of points will be possible. The Customer can check their accumulated points balance at any time by sending an email to accoglienza@rainoldi.com or by consulting the website www.rainoldi.com/it/wineclub.

Points will be credited and recorded by the system daily; however, in case of technical issues, they may be credited within a period of up to 15 days.

10. Benefits

Members of the Wine Club shall be entitled to avail themselves of various discounts, promotional activities, tastings, and special initiatives, which shall be properly advertised and communicated on a case-by-case basis. The Customer may only benefit from the dedicated advantages upon logging in to the website www.rainoldi.com/it/wineclub. Specifically, the following discounts are defined as of now:

• For those holding the "Just Friends" Status:

- A 10% discount on wine purchases made through the e-shop or at the Chiuro retail store.
- Invitations to events dedicated to the Wine Club.

• For those holding the "Best Friends" Status:

- A 10% discount on wine purchases made through the e-shop or at the Chiuro retail store.
- Priority access to events hosted by the Rainoldi Wine Club.
- One free Charme visit per year for the member and one accompanying guest: limited to a single visit.
- The Customer shall be entitled to use the coupon for the free visit for the entire duration of their status, as long as they maintain the necessary points.
- Should the Customer achieve "Close Friends" Status during the year, the free visit shall be extended in accordance with the provisions set forth for the "Close Friends" Status.
- A 15% discount on purchases made on the Customer’s birthday.

• For those holding the "Close Friends" Status:

- A 15% discount on wine purchases made through the e-shop or at the Chiuro retail store.
- Priority access to events hosted by the Rainoldi Wine Club.
- One free Charme visit per year for the member and two accompanying guests: limited to a single visit.
- The Customer shall be entitled to use the coupon for the free visit for the entire duration of their status, as long as they maintain the necessary points.
- A 20% discount on purchases made on the Customer’s birthday.
- Priority booking for new vintages: upon booking wines that are not yet available on the market, the Customer will receive an email confirming the booking. By consulting the dedicated section of their online profile, the Customer may review their bookings at any time. Subsequently, the Customer will receive an email informing them of the possibility to purchase the product by accessing their reserved area.

11. Suspension of Club Membership

Casa Vinicola Aldo Rainoldi srl reserves the right, at its sole discretion, to modify, suspend, or terminate the Rainoldi Wine Club loyalty program and its associated services at any time. Any such

modifications, suspensions, or terminations will be duly communicated by means of an appropriate notice posted on the website www.rainoldi.com and at the store located at Via Stelvio 128, 23030 Chiuro (SO). Without prejudice to any other rights provided by applicable law, including the right to compensation for damages, Casa Vinicola Aldo Rainoldi srl may revoke the Customer's right to use the Wine Club account and deactivate it if the account is used in violation of the terms set forth in this Regulation or for fraudulent purposes or purposes that may harm the image and brand of "Rainoldi." Furthermore, upon prior notice, Casa Vinicola Aldo Rainoldi srl reserves the right to cancel the Customer's membership in the Wine Club and their registration if the account is not used or if the Customer is inactive for a period exceeding 12 months. In the event of revocation and deactivation, the Customer will no longer be able to enjoy the benefits and services available to Wine Club members. Casa Vinicola Aldo Rainoldi srl shall not be liable for any direct or indirect consequences arising from dysfunctions of the loyalty program not attributable to its own fault. Casa Vinicola Aldo Rainoldi srl shall not be liable for any fraudulent, improper, or abusive use of the Wine Club membership.

12. Sale Prices

All sale prices of the experiences offered on the platform within the website, indicated in euros, are inclusive of VAT. The price of the experience listed on the website is final, except in the case of technical errors. In the event that the listed price is incorrect due to technical errors, the Parties agree to renegotiate the price in good faith and fairness.

13. Buyer's Obligations

The Buyer is strictly prohibited from entering false, fabricated, or fictitious data during the registration process via the designated electronic form. The personal details and email provided must exclusively reflect the Buyer's actual personal information and not that of third parties or fictitious. The Buyer thus assumes full responsibility for the accuracy and truthfulness of the data entered in the electronic booking form, which is intended to complete the purchase of the experiences. Duplicate registrations corresponding to a single individual or the entry of third-party data is expressly prohibited. Casa Vinicola Aldo Rainoldi srl reserves the right to take legal action against any violation or abuse, in the interest of and for the protection of all consumers. The Buyer indemnifies Casa Vinicola Aldo Rainoldi srl from any liability arising from the issuance of incorrect fiscal documents due to errors in the data provided by the Buyer, who is solely responsible for the correct input.

14. Confidentiality

The Parties agree to maintain the strict confidentiality of all information, in any form, received in connection with the contract, and to ensure that this obligation is upheld by their administrators, employees, and consultants to whom such information has been disclosed.