

General Terms and Conditions of Ada Loyalty Club (ALC) operated by Ada Mall brand through its owner Commercial Developments DOO Belgrade (AM)

The current General Terms and Conditions (T&C) determine the participation and operational mechanism of the fidelity program ALC and settle the relationship thus created between AM on the one hand (commercial company COMMERCIAL DEVELOPMENTS DOO BEOGRAD with registered address at Milutina Milankovića 7đ, Belgrade, Serbia) and the customers using the program on the other hand, including all issues pertaining to ALC card registration, card usage, cards privileges provided by AM and its tenants.

With completing the Registration of their profile in ALC, the customer accepts all T&C. The Administrator of ALC will inform customers of all amendments to T&C prior to them taking effect. The ALC program is advertised and operated via paper collaterals and digital platform – the ALC website www.adamall.com/loyalty and free application for Android and IOS.

1. Registration of ALC Membership Card and Its Benefits

1.1 Membership to ALC is open to any natural person above the age of 18 with permanent address in Serbia, which has access to a personal mobile phone and email. Employees of AM, its Tenants and Vendors as well as their families are not eligible for ALC membership. Membership to ALC is validated with a physical membership card and an online profile, both of which shall be referred herein as ALC card, and shall contain the same personal data of their User.

1.2 Each physical membership ALC Card remains the sole ownership of its issuer, AM, and may be reclaimed at any point of time.

1.3 Each ALC card is personal and is registered and consequently used only by the beneficiary person (the User). The User cannot forfeit the usage of the card in favor of any other person. Each member is entitled to only one membership profile and ALC card.

1.4 ALC membership card is issued to the User once by AM and free of charge. The card is registered on AM customers' information desk (Info) or by ALC promoters via presenting valid personal identification document, providing personal data such as email, mobile phone, address of residence, sex, and other required or optional personal data (all to be processed in accordance with the Loyalty Program Privacy Policy referred to in clause (6.1)), and after marking consent to the ALC T&C and Loyalty Program Privacy Policy on the registration form. The registration form might be paper or digital. The card is activated when its User shops in value of least one point and registers it at the AM customer's information desk (Info)

1.5 ALC entitles its User to the following main benefits:

- a) Collecting points on a calendar year bases via registering receipts issued by receipts-eligible Tenants. After 00:00h on the 31 December of each calendar years all points are nullified, regardless of whether or not the User has managed to redeem them against Prizes (see 1.5 b) and the User cannot claim any compensation for or further usage of them thereafter.
- b) The points can be redeemed against different ALC Prizes, comprising goods, face value vouchers, discount vouchers or service-entitlement vouchers (herein after referred to as the "Prizes") in one of the following two ways: 1) Prizes which can be taken against required number of points and 2) Prizes which can be taken against required number of points and payment of required amount of money .
- c) The available Prizes are displayed on the ALC web and application, each Prize is displayed in one of the following two ways:
 1. with the required number of points in order to claim the Prize or
 2. with the required number of points and amount of money required to be paid at the information desk while collecting in order to claim the Prize.

In case of Prize with money payment (point 2 above), both conditions (required number of points and made payment in the required monetary amount) must be cumulatively fulfilled in order to receive and collect the Prize.

The Prizes come in restricted quantities and the Users with eligible points balance can claim them on a first-come-first-serve basis. Once a User chooses a Prize, the relevant amounts of points required for this Prize are subtracted from his profile and the User cannot later reverse this process, or return the Prize and claim back his points, except in relation to the Prizes for which the payment has been made, but only in the manner and under the conditions set out in the Consumer Protection Law and rules set out by the seller. Prizes selected through the ALC web and applications can be taken within 3 days from Info Desk, and in situation when the Prize was selected after 28 December the same can be taken until 31 December of the year in which the Prize was selected, after which the right to pick up the Prize is lost. AM reserves the right to enable the collection of Prizes from and including 500 points and above, exclusively on working days in the interval from 10 a.m. to 5 p.m. AM reserves the right solely upon its own discretion to exercise this right without further explanations or any remedies due to the User or any third party. Prizes are available and can be claimed through as follows:

1. nullification of the relevant points on the Info Desk in relation to the Prizes without monetary payment, i.e. nullification of the relevant points and by payment of required amount of money at the Info Desk in relation to the Prizes with the monetary payment and
2. nullification of the relevant points on ALC website and application in relation to the Prizes without monetary payment, i.e. nullification of the relevant points on ALC website and application and by payment of required amount of money at the Info Desk in relation to the Prizes with the monetary payment.

Although AM shall undertake all reasonable efforts to make enough attractive Prizes available throughout the calendar year, Users are not guaranteed that Prizes will be available at all times. AM is not responsible for any potential defects of the Prizes and does not warrant and assumes no responsibility for or in relation to the Prizes. Vendors/Tenants offering the Prizes and producers of the Prizes are liable for quality and potential defects of the offered Prizes in accordance with relevant laws. AM is waived from any mitigation or brokerage between producer and/or vendor of the Prize and the User who has claimed the Prize.

In relation to the Prizes with monetary payment, all complaints shall be made in accordance with the notification placed at the Info Desk and Consumer Protection Law. In case the customer is entitled to refund in accordance with the notification placed at the Info Desk and Consumer Protection Law, such customer shall be returned corresponding number of points.

- d) The current point-RSD conversion ratio is 120 RSD = 1 point and AM can change and adjust it at any time, as well as place additional restrictions on collecting points, without the need to require User's consent (and the Users will be informed on such changes). Receipts-eligible Tenants are fashion, cosmetics, accessories, grocery, electronics shops and cinema and are listed below, together with further restrictions on accumulating points in some of the Tenants, e.i. cap on the daily number of points eligible for registration and others. AM can change on his sole discretion the list of receipts-eligible Tenants as well as to impose further restrictions on points collection in those Tenants by the User at any time (and the Users will be informed on such changes):

Alpina, Andrejević (the maximum number of points a User can accumulate on their Card within one receipt is 100), BebaKids, Bomar (the maximum number of points a User can accumulate on their Card within one receipt is 100), Cinestar (receipts from cafe are not eligible), Gigatron (the maximum number of points a User can accumulate on their Card within one receipt is 100), Jasmin, Kiehl's, Navigare, Opposite Shoes & Bags, Terranova, The Body Shop, Bonatti, Women's Secret, Little Ones, N Fashion, Penti, Carpisa, CCC, , Computerland (the maximum number of points a User can accumulate on their Card within one receipt is 100), Xiaomi (Mi store) (the maximum number of points a User can accumulate on their Card within one receipt is 100), LC Waikiki, Lee Cooper, , Sani Optik, LEGEND WORLD

WIDE, Pertini Toys, Proteini.Si, ecco, Tom Tailor, Office Shoes, Calliope, Koton, Lilly (the maximum number of points a User can accumulate on their Card within one receipt is 100), T Group Watches&Jewels (the maximum number of points a User can accumulate on their Card within one receipt is 100), Moj Kiosk, Planeta Sport, Galen Pharm (the maximum number of points a User can accumulate on their Card within one receipt is 100) , Paar Shoes, Diopta, N Sport, Under Armour, , Lindex, Beosport, Vitapur, Delfi Knjižare, Zlatarna Celje (the maximum number of points a User can accumulate on their Card within one receipt is 100), Jungle Baby, Dm drogerie markt (the maximum number of points a User can accumulate on their Card within one receipt is 100), La Lotuso, Buzz, Cropp, Fashion&Friends, Galileo, H&M, House, Mohito, Nike, Pandora, Pet Republic, Replay, Reserved, Samsonite, Sinsay, Skechers, Sport Vision, Springfield, Vulkan, Watch (the maximum number of points a User can accumulate on their Card within one receipt is 100), Decorama, Pepco, Extreme Intimo, Maxi (the minimum number of points a User can accumulate on their Card within one receipt is 25 (receipts below 3,000 rsd will not be accepted and they are not subject to collecting points) and the maximum number of points a User can accumulate on their Card within one receipt is 100) Kiko, L'Occitane, Tref Sport, Kengur, Jeordie's, Law Concept (the minimum number of points a User can accumulate on their Card within one receipt is 20 and the maximum number of points a User can accumulate on their Card within one receipt is 100; receipts from caffe are not eligible), Lolita (the maximum number of points a User can accumulate on their Card within one receipt is 100), Collin's, Candy Cat,

- e) The maximum number of points a User can accumulate on their Card within one calendar day, regardless of how many receipts-eligible Tenants the User has shopped in and regardless of the amounts of the receipts his shopping has accumulated, is capped at 300 points
- f) The maximum number of receipts a User can register on their Card within one calendar day, regardless of how many receipts-eligible Tenants the User has shopped in and regardless of the amounts of the receipts his shopping has accumulated, is capped at 10 receipts
- g) The maximum number of points a User can accumulate on their Card within one calendar month, regardless of how many receipts-eligible Tenants the User has shopped in and regardless of the amounts of the receipts his shopping has accumulated, is capped at 1300 points
- h) AM can require on its own discretion for one and the same Prize different amounts of points with monetary payment and without monetary payment during different times of the year
- i) Each User with the required amounts of Points has the right to receive up to 3 Prizes of a type for the calendar month and an unlimited number of different types of Prizes. Within a day, a User can receive no more than 3 Prizes.
- j) Shopping with ALC discounts in discounts-eligible Tenants and external partners. The discounts provided are entirely managed and regulated by the Tenants and external partners, can be changed or withdrawn by them at any moment and AM bears no legal responsibility regarding those discounts, apart from updating the actual tenants and external partners providing discounts on its digital ALC collaterals and timely communicating them to the Users. Current discounts-eligible Tenants and external partners are listed below together with their shopping requirements (if any) enabling the usage of these discounts, as well as the segregation of discounts by type of ALC Card (see 1.6 below). AM can change on his sole discretion the list of discounts-eligible Tenants and external partners at any time:

Tenant	BASIC	VIP
Sport Vision	10% na brendove Adidas, Asics, Columbia i Under Armour	15% na brendove Adidas, Asics, Columbia i Under Armour

Buzz	5% na Adidas, New Balance, Converse i Puma brend	10% na Adidas, New Balance, Converse i Puma brend
Nike	10% na selektovane artikle	15% na selektovane artikle
Under Armour	10% popusta na celokupan iznos računa	15% popusta na celokupan iznos računa
N Sport	10% na artikle koji nisu na sniženju	15% na artikle koji nisu na sniženju
N Fashion	10% na artikle koji nisu na sniženju	15% na artikle koji nisu na sniženju
Skechers	15% popusta na sve artikle koji nisu sniženi i 5% popusta na artikle snižene do 50%	20% popusta na sve artikle koji nisu sniženi i 10% popusta na artikle snižene do 50%
Beosport	15% popusta na sve artikle koji nisu sniženi i 5% popusta na artikle snižene do 50%	20% popusta na sve artikle koji nisu sniženi i 10% popusta na artikle snižene do 50%
Kicks and Heelz	15% popusta na sve artikle koji nisu sniženi i 5% popusta na artikle snižene do 50%	20% popusta na sve artikle koji nisu sniženi i 10% popusta na artikle snižene do 50%
Tref Sport	sve	10% popusta na sve artikle koji nisu sniženi
Lindex	10% na sve artikle koji nisu sniženi ili nisu predmet neke ponude	15% na sve artikle koji nisu sniženi ili nisu predmet neke ponude
The Body Shop	5% popusta na robu koja nije na akciji ili popustu	10% popusta na robu koja nije na akciji ili popustu
Gigatron	10% popusta na male kućne aparate, aparate za negu tela 12% popusta na televizore, belu tehniku, ugradnu tehniku i usisivače *Popust se obračunava na maloprodajnu cenu i ne može se sabirati sa drugim akcijama i popustima. *Popust ne važi na proizvodima označenim sa Top artikal i Šok cena.	12% popusta na male kućne aparate, aparate za negu tela 15% popusta na televizore, belu tehniku, ugradnu tehniku i usisivače *Popust ne važi na proizvodima označenim sa Top artikal i Šok cena. *Popust važi za plaćanje gotovinom, čekovima i platnim karticama (dospeće odmah).

	<p>*Popust važi za plaćanje gotovinom, čekovima i platnim karticama (dospeće odmah).</p> <p>*Popust važi samo u prodavnici G55, Ada Mall SC u Beogradu.</p>	<p>*Popust važi samo u prodavnici G55, Ada Mall SC u Beogradu.</p>
ComputerLand	<p>10% popusta na Video igre, Smart satove i narukvice, Bluetooth zvučnike i slušalice, Gaming Stolica, Sedišta i Stolove.</p> <p>*popust ne važi za artikle koji su već na akciji, popust se ne sabira sa drugim popustima.</p>	<p>15% popusta na Video igre, Smart satove i narukvice, Bluetooth zvučnike i slušalice, Gaming Stolica, Sedišta i Stolove.</p> <p>*popust ne važi za artikle koji su već na akciji, popust se ne sabira sa drugim popustima.</p>
Xiaomi (Mi store)	<p>10% popusta za sve uređaje sem sniženih</p>	<p>15% popusta za sve uređaje sem sniženih</p>
Legend	<p>10% popusta</p> <p>* ne važi na muški jeans, basic i special price asortiman i ne može se kombinovati i sabirati sa drugim akcijama i sniženjima kao ni sa Legend Klub karticom</p>	<p>10% popusta</p> <p>*ne važi na muški jeans, basic i special price asortiman i ne može se kombinovati i sabirati sa drugim akcijama i sniženjima kao ni sa Legend Klub karticom</p>
Diopta	<p>5% popusta na dioptrijske ramove, stakla i naočare za sunce (ne odnosi se na artikle koji su već na popustu ili akciji)</p>	<p>10% popusta na dioptrijske ramove, stakla i naočare za sunce (ne odnosi se na artikle koji su već na popustu ili akciji)</p>
Sani Optik	<p>15% popusta na redovne cene dioptrijskih okvira vrednosti preko 10.000RSD</p> <p>-15% popusta na redovne cene naočara za sunce vrednosti preko 10.000RSD</p> <p>- Besplatna provera vida i sluha</p> <p>* popusti se ne mogu kombinovati sa aktuelnim popustima i sniženjima, kao ni po osnovu Loyalty programa Sani Optik-a.</p>	<p>15% popusta na redovne cene dioptrijskih okvira vrednosti preko 10.000RSD</p> <p>-15% popusta na redovne cene naočara za sunce vrednosti preko 10.000RSD</p> <p>- Besplatna provera vida i sluha</p> <p>-15% popusta na redovne cene dioptrijskih stakala vrednosti preko 10.000RSD</p> <p>* popusti se ne mogu kombinovati sa aktuelnim popustima i sniženjima, kao ni po osnovu Loyalty programa Sani Optik-a.</p>

Navigare	10% na artikle koji nisu na sniženju	10% na artikle koji nisu na sniženju
Galileo	10% na artikle koji nisu na sniženju *Akcije i popusti se ne sabiraju i međusobno se isključuju	20% na artikle koji nisu na sniženju *Akcije i popusti se ne sabiraju i međusobno se isključuju
Jeordie's	5% popusta na artikle snižene do 50%; *popust se ne obračunava na artikle snižene preko 50% i ne može se kombinovati sa akcijama	10% popusta na artikle snižene do 50%; *popust se ne obračunava na artikle snižene preko 50% i ne može se kombinovati sa akcijama
Carpisa	10% popusta na ne snižene artikle za račune preko 3.600,00 RSD	15% popusta na ne snižene artikle za račune preko 3.600,00 RSD
T Group	10% popusta ovisno od brenda	15% ili 20% popusta ovisno od brenda
Watch and Watch	10% popusta na ceo asortiman satova i nakita (ne važi za OUTLET ponudu)	15% popusta na ceo asortiman satova i nakita (ne važi za OUTLET ponudu)
Vitapur	dodatnih 10% na kupljena 3 ili više artikla	dodatnih 15% na kupljena 4 ili više artikla
Decorama	5% na sve artikle koji nisu na sniženju	10% na sve artikle koji nisu na sniženju
Jasmin	Na kupovine preko 25.000 RSD 10% na celokupan račun	Na kupovine preko 25.000 RSD 20% na SHISEIDO, COLLISTAR, GUERLAIN, SISLEY, BIOTHERM, LANCOME DEKORATIVA I PREPARATIVA, ESTEE LAUDER PREPARATIVA, CLINIQUE PREPARATIVA, LANCASTER
Golden Rose	10% na sve Golden Rose olovke za usne i oči *ne odnosi na proizvode koji su već na akciji i ne sabira se sa Golden Beauty Shop loyalty karticom	15% na sve Golden Rose olovke za usne i oči *ne odnosi na proizvode koji su već na akciji i ne sabira se sa Golden Beauty Shop loyalty karticom
Jungle Baby	15% popusta na novu kolekciju garderobe (artikli koji nisu na akcijskom popustu ili na sniženju)	15% popusta na novu kolekciju garderobe (artikli koji nisu na akcijskom popustu ili na sniženju) i 10% popusta pri kupovini igračkaka

		(artikli koji nisu na akcijskom popustu ili sniženju)
Pertini	Za kupovinu dva ili više artikla brenda Pertini, ostvarujete popust od 10% na drugi jeftiniji Za kupovinu dva ili više Playmobil setova, ostvarujete popust od 10% na drugi jeftiniji Za kupovinu dva ili više Bruder vozila, ostvarujete popust od 10% na drugi jeftiniji	10% popusta za kupovinu dva ili više artikala brenda PERTINI 10% popusta za kupovinu dva ili više Playmobil setova 10% popusta za kupovinu dva ili više namenskih vozila brenda Bruder 10% popusta za kupovinu dva ili više artikala brenda VIGA
Little Ones	5% popusta na nesnižene artikle	10% popusta na nesnižene artikle
Pet Republic	10% popusta na sav asortiman OPREME koji nije snižen	15% popusta na sav asortiman OPREME koji nije snižen
Galen Pharm	5% popusta za kozmetičke brendove i dijetetske suplemente koji nisu na popustu za iznos kupovine preko 5.000 RSD	10% popusta za kozmetičke brendove i dijetetske suplemente koji nisu na popustu za iznos kupovine preko 10.000 RSD
Vulkan	10% popusta za kupovinu tri i više proizvoda	10% popusta na sve artikle koji nisu na sniženju
Delfi / Laguna	popust od 10% na celokupan asortiman	popust od 10% na celokupan asortiman i 15% popusta na asortimana proizvođača Sany Bags S.L.
Alfaparf	10% na sve kozmetičke usluge	20% na sve kozmetičke usluge
La Lotuso	kupovina preko 7000 din - poklon	kupovina preko 6000 din - poklon
Women' Secret	10% popusta koji ne važi na snižene artikle i ne može se kombinovati sa drugim popustima i/ili akcijama/pogodnostima	15% popusta koji ne važi na snižene artikle i ne može se kombinovati sa drugim popustima i/ili akcijama/pogodnostima
Springfield	20% popusta koji ne važi na snižene artikle i ne	25% popusta koji ne važi na snižene artikle i ne

	može se kombinovati sa drugim popustima i/ili akcijama/pogodnostima	može se kombinovati sa drugim popustima i/ili akcijama/pogodnostima
Starbucks	25% popusta na sve freshly baked proizvode tokom celog dana	Prilikom svake kupovine kafe u zrnju od 250g poklon piće po izboru tall veličine
Monument	10% popusta	10% popusta
Kayak	10% popusta na tople napitke (na sve vrste kafa, čaj)	10% popusta na tople napitke (na sve vrste kafa, čaj)
Mobile Outfitters	10% popusta	20% popusta
iRobot	10% popusta na sve proizvode koji nisu na akciji	15% popusta na sve proizvode koji nisu na akciji
Bubble Car Wash	Gratis voskiranje uz sve vrste usluga spoljašnjeg pranja vozila	10% na pune cene na sve usluge
Chimney Cake	Poklon sladoled u čaši po izboru uz dva kupljena TRDELNIK (Chimney cake) proizvoda	Poklon dva FRAPPE-a po izboru uz dva kupljena TRDELNIK (Chimney cake) proizvoda i dve porcije MINI PANCAKES proizvoda

- k) Other ALC club-only events and campaigns, which would periodically be organized communicated by AM to the ALC Users.

1.6. ALC consists of two tiers: basic ALC card and VIP ALC card, both providing the privileges listed in (1.5) above and differing only by the type of discounts offered by the discounts-eligible Tenants as well as by the type of occasional campaigns offered by AM. The VIP Card is merit-based and rewarded by AM to exceptional entrepreneurs, cultural or business leaders entirely based on AM sole discretion. A basic card can be upgraded to a VIP card provided that its User has registered more than 3000 points within one calendar year.

2. Usage of the ALC membership card

2.1 Users use their ALC card on the territory of Ada Mall only in accordance with the T&C set herein. To convert a receipt amount into points, the User goes through the following steps:

- a. go to AM Info Desk, show the Info personnel their ID Card, ALC Card, the fiscal receipt from receipt-eligible Tenants, as long as this receipt is dated and timed within the same day working hours (standard working hours are 10 to 22h but

periodical changes are possible and announced on the mall website), the relevant shopping bag with goods pertaining to this receipt.

b. Info Desk personnel affix a wet stamp to the back of the receipt and scan it through a hardware in order to automatically upload receipt data and points onto the User profile.

c. or through Android / IOS Ada Loyalty Club application, scan the QR code from the fiscal receipt (that is, take a picture of the entire fiscal receipt in good resolution in case the QR code is not recognized; picture have to contain but it's not limited to: full name of store, whole amount, full date and time - if all requirements are not met, the receipt will be rejected) as long as this receipt is dated and timed within the same day. All Points added on this way will appear on User profile in no more than 72h, until then will appear in Ada Loyalty Club application with pending status;

d. One receipt can be scanned in order to convert amount into points (personally on AM Info Desk or trough Ada Loyalty Club application) only once;

e. to use the discounts, User present the ALC Card, together with any other collaterals or requirements that might be imposed by some Tenants and communicated on ALC website and marketing collaterals.

2.2 When a User returns to a receipt-eligible Tenant goods or services, for which receipt has already been registered in the ALC program, and replaces them for other goods and services, generating a new receipt, the new receipt is no longer eligible for points-conversion. The employee at the store who issued the new receipt signs on the front of the new receipt to signal its ineligibility for ALC.

When a User returns to a receipt-eligible Tenant goods or services, for which receipt has already been registered in the ALC program, and replaces them for money without replacement for other goods and services, the User and the employee at the store signal it to AM and such receipts and points are nullified.

2.3. Receipts issued outside the working hours of the day the User comes to register at the Info Desk, receipts which integrity has been compromised by scratching, tearing or rubbing to the extent that the data cannot be read in full, receipts from non-eligible Tenants, receipts for which the User fails to provide evidence of the physical goods or tickets purchases, receipts which are not issued as fiscal receipts, or receipts hinting to suspicious shopping behavior can be rejected by AM at its own discretion.

2.4 Users cannot redeem their points against money or any other obligation by AM, except for the Benefits/Prizes and in accordance with the terms and restrictions described in this T&C.

2.5 AM do not guarantee optimal use of the App except through iOS and Android operating systems. However, the App may not be compatible with all types of mobile devices running these operating systems. AM do not assume any liability if the Application cannot be installed on the User's mobile terminal or cannot be accessed or used in respect of all its functionalities.

AM shall not be liable for:

- a. any error or omission occurring in the App;
- b. any failure, delay or interruption occurring in the App;
- c. any loss or failure arising from the use of the App, including, but not limited to, any failure of the User's mobile terminal;
- d. any manner of using the App.

AM shall not be liable for any indirect or incidental damages arising out of the use of or inability to use the Application nor for loss of use or any special or consequential loss of any nature whatsoever arising out of or in connection with the Application or these T&C, whether or not the possibility of loss has been mentioned.

2.6 Users understands that if Benefits/Prizes or other details of Benefits/Prizes etc displayed at ALC have been wrongly displayed, including because they have been wrongly entered into the database, the AM reserve the right to modify, without liability, and to notify the User as soon as possible of the error.

2.7 Users understands that the image are presented in the Application as an example, and the Prizes delivered by AM and/or AM' Partners may differ in any way, both in terms of image and due to changes in characteristics and design, without the AM's liability.

3. Checking available Points and Prizes

At www.adamall.com/loyalty and on the free ALC application each participant can check in real time:

- a. number of points collected
- b. history of accumulating points
- c. status of receipts scanned through Ada Loyalty Club application,
- d. list of current Prizes,
- e. each Prize points requirement in relation to the Prizes without monetary compensation, i.e. each Prize points required and amount of money required to be paid in relation to the Prizes with the monetary compensation and available quantities of each type of Prize
- f. on-going campaigns.

The necessary data for customer registration on the site and application is:

- a. email (the same one that is indicated when the Card is activated)
- b. password.

To the extent needed, relevant details for on-line registration will be sent by email when the client card is successfully activated by AM Info Desk employee or AM promoter.

Available points and Prizes can also be checked on the spot at the Information Desk, as well as through AM mobile application or ALC promoters.

4. Termination

4.1. Term of the contractual relationship between AM and the User of the ALC under these T&C is 5 years starting from 19.04.2021. AM can terminate the agreements under T&C at any time prior to expiry of its term as follows:

- a. at its' own discretion, with a 1-month notice at any point;
- b. in the events described in clause (5.5); and
- c. towards a particular User in the events described in clauses (4.2) and (5.3).

4.2. AM has the right unilaterally and without notice to terminate this contractual relationship with a User of the ALC program and/or prohibit the use of a User Card temporarily or permanently in case of violation/non-compliance with the conditions of

the ALC or under suspicion of fake or dubious shopping behavior by the User. Suspicious behavior includes but is not limited to receipts from different receipts-eligible Tenants done within short interval of time, one time shopping from a single receipt-eligible Tenant broken into several or more receipts, too many or too often registered receipts justifying the need of a single physical consumer, the inability to produce evidence of goods shopped with the relevant receipt, colluding with employees of receipts-eligible Tenants to use someone else's receipts, registering receipts and then returning goods or services in exchange for money to the Tenant without User notifying AM, etc.

5. General Provisions

5.1. The User Card may be replaced in case of theft or loss at Info Desk at the cost of the User, comprising cancelation of 100 points. The points collected at the time of notification of the incident will automatically be transferred to the newly issued User Card within 5 days and the new Card activated.

5.2. The User should immediately notify AM in case of loss or theft of their Card. AM bears no responsibility in case of untimely notification of the loss or theft by the User.

5.3. The following terms automatically mark a User as suspicious and deem his Card blocked. They do not represent a comprehensive list of all suspicious criteria which AM may apply when deactivating User Cards, see point (4.2)

- a. when a User registers 3 or more receipts from the same receipts-eligible Tenant within one day;
- b. when a User registers receipts from the same receipts-eligible Tenant on 3 consecutive days;
- c. when a User registers receipts on 5 consecutive days;
- d. when a User registers more than 10 receipts within 1 day;
- e. when a User tries to register 3 receipts from any receipts-eligible Tenant with time of issuing between of receipts is 3 minutes or less;
- f. When a User returns to a receipt-eligible Tenant goods or services, for which receipt has already been registered in the ALC program, and replaces them for other goods and services, generating a new receipt, and register the new receipt in ALC;
- g. When a User returns to a receipt-eligible Tenant goods or services, for which receipt has already been registered in the ALC program, and replaces them for money without replacement for other goods and services, and missed to inform AM in 3days from date of returning goods or services.

When a User acquires the status of "a suspicious customer", AM reserves the right solely upon its own discretion to refuse to accept the registration of one or more receipts in order to convert amount into points, as well as to deactivate the User's Card and request it back without further explanations or any remedies due to the User or any third party.

5.4 Valid and up-to-date General Terms and Conditions (T&C) are always only those published on the Internet Address at www.adamall.com/loyalty. AM is entitled to amend T&C at its own discretion at any time without consent of the Users. The Administrator of ALC will inform customers of all amendments to T&C prior to them taking effect and Users are responsible for keeping themselves acquainted with the currently active T&C uploaded on the shown website.

5.5. Should a ALC malfunction appear at the Info Desk receipt- and Card-scanning hardware, ALC application or ALC software and hardware at large, AM will ask for a timely reaction of the third-party software provider (Sirma Ci GSC) and other relevant

hardware providers and use reasonable efforts to restore the normal functioning of the ALC program, while AM shall not be liable for any delays, inconveniences or errors as a result of such temporary malfunction or unavailability of the ALC. Should the malfunction continue for more than 1 month, the User and AM shall no longer be obliged by the terms of this agreement and T&C, and ALC program will be deemed terminated as of the first day of the second month following the first such malfunction occurrence.

6. Personal Data and direct marketing

The Users in ALC declare that they are fully acquainted with and express unequivocal and explicit consent to the following:

6.1. All personal data of Users collected through ALC program shall be processed in accordance with Loyalty Program Privacy Policy available at <https://www.adamall.com/loyalty/assets/files/sr/privacy.pdf>

6.2. AM may contact the User by sending advertising suggestions and information on Prizes that can be obtained against collected points in ALC, and other similar ALC information by post and/or SMS and/or email or by other forms of direct marketing by AM.

6.3. At any point a User may request that they no longer are to receive any information on ALC program, or that they would like to deactivate permanently their ALC Card by sending a written notification to the following email address loyalty@adamall.com.