

TERMS AND CONDITIONS

The following terms and conditions (hereinafter referred to as the "**Terms and Conditions**") and Privacy Policy apply to entry in the "**BOSS and HUGO Motorsport Racing Competition**" (hereinafter referred to as the "**Competition**");

1. HUGO BOSS Middle East FZ LLC, Dubai Design District, Building 9, Unit 101/107/108, Post Box 333264, Dubai, United Arab Emirates ("**HUGO BOSS**") is the organizer and promoter of the Competition.

PRIZES

2. Main Prizes:

There will be a total of six (6) winners who will win the following prizes according to their ranking in the car racing simulator:

- **First Place:** The 1st Place Racer from the BOSS Store and the 1st Place Racer from the HUGO Store will each win a Luna Lounge experience package for a top-tier Motorsport Racing event (each experience package valued at AED 15,295) in Abu Dhabi on Sunday, **December 7, 2025** at the Yas Marina Circuit Abu Dhabi. This experience includes, among other things, an elevated view on the race, access to the Luna Lounge Hospitality Experience, and exclusive pick-up and drop-off services. Each winner will be entitled to bring one guest to accompany them and share this unique and unforgettable experience.
- **Second Place:** The 2nd Place Racer from the BOSS Store and the 2nd Place Racer from the HUGO Store will each win a Luna Lounge experience package for a top-tier Motorsport Racing event (each experience package valued at AED 15,295) in Abu Dhabi on Saturday, **December 6, 2025** at the Yas Marina Circuit Abu Dhabi. This experience includes, among other things, an elevated view on the race, access to the Luna Lounge Hospitality Experience, and exclusive pick-up and drop-off services. Each winner will be entitled to bring one guest to accompany them and share this unique and unforgettable experience.
- **Third Place:** The 3rd Place Racer from the BOSS Store and the 3rd Place Racer from the HUGO Store will each win a Luna Lounge experience package for a top-tier Motorsport Racing event (each experience package valued at AED 15,295) in Abu Dhabi on Friday, **December 5, 2025** at the Yas Marina Circuit Abu Dhabi. This experience includes, among other things, an elevated view on the race, access to

the Luna Lounge Hospitality Experience, and exclusive pick-up and drop-off services. Each winner will be entitled to bring one guest to accompany them and share this unique and unforgettable experience.

In the event of a cancellation or termination of the event, there is no entitlement to tickets for alternative events or any other compensation. The organizer's terms and conditions apply additionally.

Performance-Based Rewards:

Participants who achieve a lap time of 1:35 minutes or faster on the car racing simulator will instantly win the following rewards, subject to availability:

- An Aston Martin LEGO car (with a value of 150 AED); or
 - A VCARB LEGO car (with a value of 150 AED).
3. The prize is not inheritable, for sale, and may not be transferred, exchanged and/or redeemed for cash.
 4. The entrant is responsible for all costs which he or she incurs in connection with entry in the Promotion. Similarly, the winner and their accompanying person will be responsible for any costs not included in the description of the prize which he or she incurs.

PARTICIPATION AND WINNER SELECTION

5. The Competition will be held at the following BOSS and HUGO stores (hereinafter BOSS stores referred to as "**Participating BOSS Store(s)**") and HUGO stores referred to as "**Participating HUGO Store**", BOSS and HUGO stores together referred to as "**Participating Stores**") and in the HUGO BOSS online store (www.hugoboss.ae) from November 29, 2025 (10:00 AM, AST) to December 3, 2025 (10:00 PM, AST) (hereinafter referred to as "**Promotion Period**"):
 - a. Participating BOSS Store(s)
 - BOSS Store, Dubai Mall, Fashion Avenue, Dubai
 - BOSS Store, Palm Jumeirah Mall, Dubai
 - b. Participating HUGO Store
 - HUGO Store, YAS Mall, Abu Dhabi

Entries submitted outside the Promotion Period will not be accepted by HUGO BOSS.

6. In order to enter the Competition, each participant must meet the following conditions:

a) **For in-store purchases:**

BOSS Store: Any customer that registers for the HUGO BOSS EXPERIENCE Program in-store or is already a registered member and makes a purchase of a minimum of 1,000 AED (in words: one thousand Arab Emirates Dirham), incl. taxes, during the Promotion Period in a directly operated brick-and-mortar BOSS Store in the UAE (<https://hugoboss.ae/locate-us>) must follow the steps outlined in c).

OR

HUGO store: Any customer that registers for the HUGO BOSS EXPERIENCE Program in-store or is already a registered member and makes a purchase of a minimum of 500 AED (in words: five hundred Arab Emirates Dirham), incl. taxes, during the Promotion Period in a directly operated brick-and-mortar HUGO Store in the UAE (<https://hugoboss.ae/locate-us>) must follow the steps outlined in c).

OR

b) **For online purchases:**

Any customer with an online account on www.hugoboss.ae who makes a minimum online purchase of 1,000 AED (in words: one thousand Arab Emirates Dirhams) during the Promotion Period on www.hugoboss.ae must visit one of the Participating Stores during the Promotion Period and register for the HUGO BOSS EXPERIENCE Program or confirm their existing membership and must follow the steps outlined in c).

Customers must show proof of their online order and confirm that the purchase meets the minimum required amount.

c) **Final Step for All Participants:**

Complete the registration form at the car racing simulator by providing all necessary information (e.g. Customer ID)*.

Play on the car racing simulator in the Participating Store, while following these game rules:

- i. Each participant will have a total of seven (7) minutes on the car racing simulator to achieve their best lap time.
- ii. Participants may complete as many laps as possible within the allocated time. If a participant exceeds track limits (e.g. cutting corners), the game will automatically void the lap times where these limits have been breached.
- iii. Participants who achieve a lap time of 1:35 minutes or faster will instantly win the following rewards, subject to availability:
 1. In Participating BOSS Stores: An Aston Martin LEGO car.
 2. In Participating HUGO Store: A VCARB LEGO car.

*Participants must ensure that the data entered is accurate, as incorrect information may prevent HUGO BOSS from matching participants' details, potentially affecting the ability to claim any prizes.

Please note: Each qualifying purchase (minimum 1,000 AED for BOSS Stores or online, or 500 AED for HUGO Store) allows the customer to race the simulator once. To race again, customers must make an additional qualifying purchase during the Promotion Period and complete the required steps to participate.

7. There will be a total of 6 (six) winners: Three winners will be selected from the Participating HUGO Store, and three winners will be selected from the two Participating BOSS Stores. For the HUGO Store, the three fastest participants based on their lap times in the car racing simulator will be determined for the first, second, and third places. For the BOSS Stores, the lap times from both stores will be combined, and the three fastest participants across both stores will be determined for the first, second, and third places. Winners will be selected based on their lap times at the end of the Promotion Period.
8. The winners of each placement will be notified by HUGO BOSS on December 4, 2025 from 10:00 AM via phone call, WhatsApp and email.
9. Winners will forfeit their right to the prize if they fail to claim it within 3 (three) hours of being notified. This time frame is necessary to allow HUGO BOSS to make the required arrangements for the prize, including scheduling chauffeur pick-up and drop-off services and finalizing the itinerary for the event. Given the time-sensitive nature of the prize, winners must respond promptly and confirm their availability to attend the Motorsport Racing event on the respective day.
10. If a winner fails to claim their prize within the specified time frame, HUGO BOSS reserves the right to reassign the prize to the next eligible participant based on the ranking of lap times.

For example, if the first-place winner does not respond, the second-place winner will receive the first-place prize, the third-place winner will receive the second-place prize, and the participant with the next fastest lap time will receive the third-place prize. This process will continue until all prizes are claimed. The final decision regarding the reassignment of prizes lies solely with HUGO BOSS.

11. Once the winner claimed the prize, the prize award will be arranged by HUGO BOSS.

ELIGIBILITY

12. To be eligible to participate in the Competition, participants must be members of the HUGO BOSS Experience Program at the time of entry. Non-members are not eligible to participate. Membership in the HUGO BOSS Experience program is subject to its own terms and conditions, which can be reviewed in-store.
13. Entrants under these Terms and Conditions must be aged 21 years or more and usually resident in the United Arab Emirates. This also applies to the accompanying person.
14. Each eligible purchase allows for only one entry into the Competition.
15. The Competition is not open to employees of HUGO BOSS AG and affiliates of the HUGO BOSS Group, anyone else professionally connected with the Competition, or their relatives and life partners.
16. HUGO BOSS reserves the right to verify the eligibility of entrants to participate in the Competition. This may include confirming the age of the winner and the accompanying person and validating their identity through a valid ID.
17. Any illegible, incomplete, or fraudulent entries will be rejected. Any entry made or attempted to be made to the Competition in a manner which, in the reasonable opinion of HUGO BOSS is not in accordance with these Terms and Conditions or is by its nature unfair to other entrants (which may include, by way of example only, cheating, hacking, deception and/or use of robots or other automated programs) may be excluded from the Competition or (if selected as a winning entry) the relevant entrant deprived of the prize and another winner selected in accordance with these Terms and Conditions.

LIABILITY

18. HUGO BOSS will not be liable if, through no fault of its own, emails, letters or prizes are lost, delayed, misdirected, corrupted or damaged in the mail and/or cannot be delivered for any reason provided that neither HUGO BOSS nor its vicarious agents have acted in a manner that was intentionally wrongful or grossly negligent. Emails will be deemed to be received on the date of transmission; communications sent by post will be deemed to be received 5 days after posting. Proof of submitting an entry is not proof of HUGO BOSS's receipt.
19. HUGO BOSS accepts no responsibility for technical or other disturbances, including those resulting from the breakdown of its network, the website, computer etc. which make entry to the Competition impossible.
20. HUGO BOSS gives no warranties or representations about the quality or suitability of any prize. HUGO BOSS will only be responsible for damage which the entrant suffers in connection with entering the Competition or accepting or using any prize as the result of gross negligence or intentional wrongdoing on its part or on the part of one of its vicarious agents or which the entrant suffers as the result of a breach of a material duty (i.e. a duty whose fulfilment is a prerequisite for the conduct of the Competition and a duty which the entrant was legitimately entitled to expect HUGO BOSS to comply with). This limit on liability does not apply to any damage resulting from a breach leading to the death, bodily injury and/or illness of the entrant or claims based on any applicable product liability law (Produkthaftungsgesetz) or any other liability which cannot be excluded by law.
21. HUGO BOSS will not be liable for any failure to comply with its obligations in relation to the Competition and reserves the right to modify, cancel, terminate, suspend or discontinue the Competition, in whole or in part, at its sole discretion at any time in the event that the Competition (or any part of it) is not capable of running as planned due to any cause beyond the control of HUGO BOSS including, without limitation, a computer virus, force majeure technical failure or unauthorised human intervention that could corrupt or affect the administration, security, fairness, integrity or proper conduct of the Competition. In the event that HUGO BOSS discontinues the Competition in accordance with this paragraph, the entrants will be informed without delay.

MISCELLANEOUS

22. During the Competition, the Terms and Conditions may be viewed in Participating Stores or under the following link: <https://hugoboss.ae/sections/tc-racing-competition>

23. German law will apply. If an entrant has his ordinary residency at the time of the entering the Competition in another country within the European Union, any mandatory provisions of his or her local law will apply regardless of German law.
24. If you have any queries about these Terms and Conditions or the Competition, please contact HUGO BOSS at:

HUGO BOSS Middle East FZ LLC
Dubai Design District, Building 9, Unit 101/107/108,
Post Box 333264, Dubai
United Arab Emirates

or by e-mail at HBDB_Communication_CRM_AE@hugoboss.com

DATA PROTECTION

Without affecting other conditions of participation, we hereby inform you about the processing of your personal data in the context of the participation carried out by us. You are not obliged to provide your personal data. However, please note that you will not be able to participate in the Competition if you do not provide your data to the extent described.

We process your personal data such as name, address data, e-mail address, photo, in accordance with the conditions of participation of the Competition e.g. delivery, travel management. By participating, you agree in the event of winning, we may take photographic images of you. The winner further agrees that we may publish these pictures for marketing purposes for up to 1 year. The legal basis for the processing of your personal data is usually Art. 6 para. 1 p. 1 lit. b GDPR, our contract.

There is no automated decision making in individual cases in the sense of Art. 22 GDPR. The data stated above will be deleted after the Competition has been carried out, the prize has been announced within our company, your personal data will only be disclosed to the areas and persons who need this data to fulfil the corresponding obligations. If data is passed on to our service providers, they are contractually and legally obliged to process the data exclusively in accordance with our instructions and in compliance with the applicable data protection regulations. Otherwise, your data will not be passed on to third parties.

For further information on the processing of your data, please refer to our data protection provisions for HUGO BOSS EXPERIENCE Program which you accepted upon registration. Registration is a prerequisite for participation in the Competition. The provision of personal data for further processing is the consideration for participation in the Competition.