

“Miamo Lovers” Loyalty Program Full Terms & Conditions

Applicable to EU (excluding Italy, San Marino and Vatican City), UK and Switzerland

MEDSPA S.r.l. a company incorporated in Italy with its registered office in Corso Sempione, 17 – Milan, Italy (Tax Code IT0322950061) and their merchant of records US Direct E-Commerce Ltd t/a eShopWorld, a company registered in Ireland (company no. 479237) with registered office at South Block, The Concourse Building, 110-115 Airside Business Park, Swords, County Dublin, Ireland (together the “Promoters”), jointly sponsor and administer the “Miamo Lovers” loyalty program (the “Program”). Participation in the Program constitutes full acceptance of these Terms & Conditions, available at miamo.com.

1. PROGRAM DURATION

The Program runs from **01 March 2026 to 31 December 2026**, for purchases made in that period. Gift redemption must be completed by 31 March 2027. After this date, all unredeemed points will expire.

2. ELIGIBLE PARTICIPANTS

Eligible participants are adult consumers (natural persons) residing in the EU, UK, or Switzerland. This Promotion is not available to consumers in Italy, San Marino, or Vatican City. Furthermore, this promotion is not applicable to persons purchasing for professional/commercial purposes (including VAT-registered resellers).

3. JOINING THE PROGRAM

Enrollment in the Program is free. To register, Eligible Participants must:

- Visit www.miamo.com;
- Complete the registration form with all required data, including a valid email and password;
- Accept these Terms and Conditions and review the privacy notice;
- Confirm registration via the email the activation link.

By completing registration, the Participant confirms they are of legal age. The Promoter is not required to independently verify this declaration. Participants are solely responsible for ensuring that their mandatory personal information is accurate and up to date.

If the registration is not validated via the activation link, it will be considered incomplete, and enrollment will not be finalized.

Limitations:

- Only one registration per natural person is permitted. Multiple registrations will be rejected.
- Participants must not register using multiple email addresses, phone numbers, fictitious names, or false or fabricated data.

- Breach of these rules may result in the Participant's exclusion from the Program and the reset of any associated Customer Status.

Please note: The Program operates across multiple countries. The country in which a Participant registers their account ("Registration Country") determines both the number of points awarded for eligible purchases and the number of points required to redeem rewards, regardless of the country from which subsequent purchases are made or rewards are redeemed.

4. HOW TO ACCUMULATE POINTS

Once registration is complete, Participants may begin earning points as described below.

A) PURCHASE OF PROMOTED PRODUCTS

Participants earn points for each purchase of Miamo® and Nutraiuvens® products included in the Program, identified by a unique 16-character alphanumeric promotional code printed inside the package or on an insert.

The updated list of eligible products and the points awarded for each is available at:

<http://miamo.com/loyalty-documents>

To claim points for a purchase during the Program period, Participants must log into their personal account on www.miamo.com and enter the 16-character code in the designated section, also specifying the purchase method.

Points will be credited only after the completion of this code-entry process and are dated based on the completion of the procedure, not the purchase date. In case of disputes regarding product eligibility, purchase documentation will be considered final. The list of eligible products may be updated periodically. Shipping costs for online purchases do not earn points.

B) PROGRAM REGISTRATION

Each new Participant registering in 2026 will receive 20 points, awarded once upon registration.

C) PROFILE COMPLETION

The Promoter may periodically award 20 points to Participants who complete missing information in their profile, which may include, by way of example, date of birth, place of birth, tax identification number, phone number, etc. If any information is found to be false, invalid, or non-existent, the Promoter reserves the right to revoke awarded points and, after requesting clarification, may take additional corrective measures.

D) PRODUCT REVIEWS ON MIAMO.COM

Participants may also earn points by submitting a review for each purchased products on www.miamo.com that have been registered in their account. Multiple reviews of the same product are therefore allowed. Each code represents one product unit; therefore, **only one review per registered code** is eligible for points. Reviews that are not linked to a valid registered code, or that attempt to reuse the same code more than once, will not qualify. Reviews must reflect the participant's genuine experience with the product and must be authentic, truthful, and based on actual personal experience. Points are awarded regardless of review sentiment—positive, neutral,

or negative—provided it meets the Program’s content standards and does not contain vulgar, defamatory, discriminatory, or offensive language. To ensure fairness, the Promoter may carry out checks to confirm the legitimacy of reviews, including verifying the product code used, ensuring that no duplicate or fraudulent submissions have been made, and detecting automated or otherwise manipulative activity. Reviews that fail these checks may be rejected, and any associated points may be withheld or removed.

Each valid review earns 20 points. Points will be credited within 30 days of posting. The last date for submitting points-eligible reviews is 31 December 2026.

E) MEMBER-GET-MEMBER REFERRALS

Participants may earn 20 points for each friend who meets all of the following conditions:

- Registers in the 2026 Program using the participant’s referral link;
- Makes a first purchase of Miamo® or Nutraiuvens® products for at least €20/£20/ CHF 20 (before discounts) on miamo.com during the Program period; and
- Uses the referral code, voucher, or coupon provided during the invitation.

Points will only be awarded once all conditions have been fulfilled.

More details: <https://miamo.com/loyalty-accelerators>

F) EXTRA INITIATIVES AND ACCELERATORS

During the Program period, the Promoter may introduce additional promotions, events, or enhanced earning opportunities (“Accelerators”) that allow Participants to earn extra points. These may include, for example: Extra points for purchasing specific products; Additional points for Member-Get-Member activity; Bonus points during special promotional periods; Points awarded upon exceeding certain spending thresholds; Points linked to Customer Status. Details, rules, and the points available for each initiative will be communicated to eligible Participants. Event registration may also occur via third-party platforms. These initiatives do not alter the nature of the Program or affect rights already earned by Participants.

For more details, please visit: <https://miamo.com/loyalty-accelerators>

5. CUSTOMER STATUS AND BENEFITS

The Program has three Customer Status levels, each granting increasing benefits:

- **SILVER:** assigned upon registration;
- **GOLD:** assigned within 24 hours of reaching 300 qualifying points;
- **PLATINUM:** assigned within 24 hours of reaching 1,000 qualifying points.

Important: The points used to determine Status are qualifying points only and may differ from points available for Gifts redemption. Redeeming a Gift reduces the points balance but does not affect the Customer Status already achieved.

Benefits per Status:

STATUS	QUALIFICATION POINTS	ASSOCIATED BENEFITS
SILVER	-	Assigned upon registration. Benefits: 15% Welcome Bonus on first purchase (www.miamo.com or authorized retailers); 20% birthday discount on a single transaction; up to 3 complimentary samples per order; early access to selected promotions.
GOLD	300 points	(Assigned automatically, within 24 hours of reaching 300 qualifying points. Benefits: 10% discount on all orders; 20% birthday discount; free shipping on www.miamo.com orders; up to 5 complimentary samples per order; early access to selected promotions
PLATINUM	1,000 points	Assigned automatically within 24 hours of reaching 1,000 qualifying points. Benefits: 20% discount on all orders; 25% birthday discount; free shipping on all online orders; up to 7 complimentary samples per order; early access to selected promotions.

Notes:

- Status-related discounts apply only on www.miamo.com.
- Any changes to benefits will not affect Status already achieved.
- Inactivity* or falling below qualifying points may lead to Status downgrade, except for SILVER, which is the entry-level Status.

)For the purposes of this Program, a Participant's account will be considered **Inactive if, as of 31 March of any given year, it shows a zero qualifying-points balance **and** no Program-relevant activity (including, by way of example, registered purchases or any other points-earning actions) has been performed in the previous 24 months.*

Starting from 1 April, the Promoter may contact the holders of such accounts to verify their interest in continuing their participation in the Program. If no response is received within the timeframe indicated in the communication, the Promoter may deactivate and delete the Inactive account, without prejudice to any data-retention obligations under applicable law.

Deactivation of an Inactive account does not affect any rights already validly accrued under other prize operations, where still exercisable.

5. GIFTS REDEMPTION

Points accumulated during the Program may be used to request Gifts consisting of Miamo® and Nutraiuvens® products, as described in Article 4. Participants can check their points balance at any time in their online account.

The full and up-to-date Gift catalogue, including the points required for each item, is available at:

<http://miamo.com/loyalty-documents>

Redemption period: Gifts may be requested until 31 March 2027. After this date, all remaining points will be reset and cannot be credited or redeemed.

How to redeem:

1. Access the “Gift Catalogue” section within the personal area on the website.
2. Send an e-mail to customerservice@medspa.it with the details of the Gift claimed and follow the instructions provided

Points used for redemption will be automatically deducted from the participant’s balance but will not affect the Customer Status already achieved.

Additional rules:

- Multiple Gifts may be requested together, up to the available points balance.
- If a selected Gift is unavailable, a product of equal or higher value from the “Gift Catalogue” will be provided at no extra cost.
- Gifts are delivered free of charge to the address associated with the participant’s profile, within **180** days. Delivery is limited to the EU, UK, and Switzerland. For Italy, San Marino, and Vatican City, separate Terms apply.
- Points can only be earned by registered Participants and are non-transferable, with no cash value.

Promoter liability and discretion:

- The Promoter is not liable for loss due to incorrect contact details.
- The Promoter determines the delivery method at its sole discretion and is not responsible for taxes, customs, or other costs.
- The Promoter is not responsible for Gifts that cannot be received due to local regulations, damage, delays, or loss in transit.
- Gifts are non-transferable, cannot be redeemed for cash, and cannot be exchanged for other Gifts.
- In cases of unforeseen circumstances or factors beyond the Promoter’s control, the Promoter may amend, withdraw, or substitute a Gift with one of equal or greater value.

6. PRIVACY NOTICE

Personal information provided by and related to the participants will be held and used by the Promoter, and its group companies, suppliers and contractors in the extent necessary for carrying out and administering this Promotion, in accordance with the Promoter’s Privacy Policy. The Privacy Policy can be read here: miamo.com

By participating in the Promotion the participants are deemed to accept and to be bound by these terms and conditions and to have given consent to the transfer and processing of their personal data by the Promoter for the purposes of this Promotion in accordance with the Promoter’s Privacy Policy.

7. GENERAL

- The Promoter is not responsible for any technical issues, human error, or events that prevent entries from being received, lost, damaged, altered, or accessed without authorization. The Promoter is not liable for acts of third parties, or for any loss, damage, or injury (including indirect or consequential loss) suffered by Participants, except where required by law.

- The Promoter reserves the right, at its sole discretion, to withdraw, vary, cancel, or substitute any Gift or element of the Program if circumstances beyond its control make it necessary.
- The Program is subject to applicable laws and regulations. The Promoter may disqualify Participants for tampering, submitting entries not in accordance with these Terms, or engaging in unlawful or improper conduct, and may seek to recover damages or compensation.
- These Full Terms and Conditions are available at: <https://www.miamo.com/loyalty-terms>. The Program is governed by Irish law, and the courts of Ireland have exclusive jurisdiction.
- **Contact:** Participants may contact Customer Service regarding the Program or Gifts at customerservice@medspa.it
- **Disclaimer:** These Terms were drafted in English. Any translation is for convenience only. In case of inconsistencies, the English version prevails.