

These terms of participation for the Mlinar mobile application ("terms of participation") govern participation in the Mlinar Loyalty loyalty program. The service is provided by Mlinar pekarska industrija d.o.o., Radnička cesta 228c, Zagreb, OIB: 62296711978 (hereinafter referred to as "Mlinar" or "we").

### Eligibility and participation

The loyalty program Mlinar Loyalty is available exclusively through the Mlinar mobile application. In order for the user to participate in the loyalty program Mlinar Loyalty, he must be a registered user of the Mlinar application (hereinafter referred to as "User" or "Users"). All registered users of the Mlinar application are also participants in the Mlinar Loyalty loyalty program.

### Prepaid

1. The User can pay a certain amount at the Mlinar point of sale in cash or with a bank card (debit/credit) to the User's account to which the digital loyalty card is connected.
2. By making a payment, the user is entitled to a bonus monetary amount according to the table:

The amount paid starting at EUR	Additionally (percentage on the paid amount)
13,27 EUR	5%
26,55 EUR	7.5%
39,83 EUR	8.33%
66,37 EUR	10%
132,73 EUR	13.5%
265,45 EUR	15%

Before making a cash or card payment, the Barcode of the digital loyalty card within the Mlinar application must be scanned on the device next to the cash register. A Mlinar employee registers paid cash/card funds on the User's account (hereinafter: Prepaid amount) through the cash register and issues an invoice to the user of the Mlinar application.

3. The prepaid amount cannot be redeemed, that is, Mlinar will not return the prepaid amount in cash or to the bank card account, but the prepaid amount can be spent exclusively for the purchase of products in Mlinar sales points.

4. The prepaid amount from one account can be used by several people by adding it through the Mlinar application

### **Collecting points**

Participants of the Mlinar Loyalty loyalty program are able to collect points that can be used for various benefits in Mlinar stores (eg free products, discounts on purchases). There are 4 ways to collect loyalty points within the Mlinar Loyalty program: Purchase, Prepaid, Referral code and Other benefits.

### **Shopping**

With each purchase in Mlinar stores, users have the option of collecting loyalty points at a rate of 10 points for 0.13 euros spent.

In order to successfully collect loyalty points through purchases within the Mlinar Loyalty program, the following conditions must be met:

1. The purchase must be made in one of the Mlinar stores in the territory of the Republic
2. The purchase must be made in the store, i.e. at the cashier. Purchases via delivery are excluded from participation in the loyalty program.
3. The barcode of the digital loyalty card within the Mlinar application must be scanned on the device next to the cash register before payment. In the event that the code cannot be scanned due to the unavailability or malfunction of the device, when ordering, the user can read the character code printed under the barcode on the digital loyalty card to an employee of Mlinar.

## **Prepaid**

By paying or spending the amount paid, the user earns points at a rate of 10 points for 0.13 euros spent.

## **Referral code**

1. Each existing user is assigned a unique code that they can share with other people who enter it when registering in the Mlinar application.
2. After successful registration and the first purchase of a new user, both users receive additional points.

## **Other benefits**

Mlinar may occasionally offer bonus campaigns or mechanisms that allow users to obtain additional loyalty points in new and different ways, about which application users will be notified through Mlinar's communication channels.

## **Prizes**

1. The Reward/Convenience can only be used by activating it within the Mlinar application and registering (by scanning or manually entering the code) at the checkout. Rewards/Benefits are not available for redemption via delivery service.
2. The Prize/Convenience can only be realized in Mlinar stores in the territory of the Republic of Croatia.
3. Prizes/benefits may be subject to availability restrictions at individual stores.
4. Prizes/benefits may be subject to a time limit on availability. (eg seasonal items or temporarily unavailable items).
5. Prizes/Benefits are not transferable.

## **Using points**

All rewards/benefits that are available to registered users of the Mlinar application based on the number of points collected can be used for various benefits.

By activating the reward/benefit, the balance of points on the loyalty card will be reduced by the amount of points indicated on the activated reward/benefit.

### **How to redeem the prize/benefit**

The reward/benefit can be redeemed by scanning the barcode of the activated reward/benefit within the Mlinar application. In the event that the code cannot be scanned due to the unavailability or malfunction of the device, when ordering, you can read the character code printed under the barcode on the activated reward/benefit to a Mlinar employee.

### **Data collection and storage**

When registering in the Mlinar application, we collect the following data: E-mail and city. As optional data, the User can specify the gender and year of birth, as well as the referral code of another user. If the User will participate in the awards ig

### **Using the application**

When using the Mlinar application, we collect information about the store where the User makes purchases. In addition, we collect information about the content that the user views in the application, such as activated coupons, participation in prize games and purchased items. We collect this usage data in part only with the user's consent in accordance with data protection regulations. Please see our data protection provisions.

### **Newsletters and push notifications**

We use the information we collect for the purpose of sending personalized content via e-mail and push notifications on mobile phones.

### **Newsletter**

In addition, we collect information about your user behavior regarding newsletters and other information that we send you in the form of push notifications, store them and assign them, if possible, to you or to your e-mail address or customer number. In doing so, we collect the opening time and the links you opened, selected areas, products, time, duration and frequency of use.

### **Return**

Mlinar has the right to delete the assigned loyalty points at any time if the products for purchase for which the points were assigned have been returned for any reason and if the full or partial amount of the purchase price has been refunded. This also applies to exchanging products, unless the exchange is for products of equal point value.

### **Suspicious activity**

The Miller has the right to take any action it deems appropriate, including deleting or suspending the user's account and accumulated points if it detects any suspicious activity related to the same, including but not limited to:

- (i) engaging in illegal activities or fraud;
- (ii) providing or attempting to provide false or misleading information or misrepresentation in Mlinar branches; or
- (iii) violation of these rules (including unauthorized trading of earned points or unauthorized use of Mlinar loyalty program materials and marks); or
- (iv) excessive earnings (by fraud or other means).

### **Various**

Loyalty points and rewards/benefits have no monetary value and cannot be exchanged for money.

### **In general**

Mlinar reserves the right to terminate the Mlinar Loyalty loyalty program, among other things, due to force majeure, other extraordinary circumstances or for other business-justified reasons and is not obliged to provide a separate explanation for such a decision.

Mlinar retains permanent ownership of all materials and advertising related to the Mlinar Loyalty program.

Participation in the Mlinar Loyalty program constitutes acceptance of these conditions of participation. The law of the Republic of Croatia applies to these conditions of participation, and in the event of a dispute between the user of the account and Mlinar, it will be entrusted to the competent court in Zagreb, Croatia for resolution.

Nothing in these terms will affect your statutory consumer rights.

You can cancel your account at any time through the application by selecting "Delete user profile".

After confirmation of cancellation, all collected offers and points of the Mlinar Loyalty program on the user account will be automatically deleted.