VALAMAR'S LOYALTY PROGRAMME RULES

1. ABOUT THE LOYALTY PROGRAMME

Valamar Rewards Loyalty Programme (hereinafter: Loyalty Programme) is operated by Valamar Riviera d.d., Stancija Kaligari 1, Poreč, Croatia, OIB (PIN): 36201212847 (hereinafter: Valamar), a leading hotel company in holiday tourism and a partner to tourist destinations in creating genuine experiences.

The aim of the Programme is to acknowledge and reward the loyalty of guests staying at Valamar properties. We are dedicated to providing enhanced services and genuine experiences and creating unforgettable memories for our loyal and satisfied guests who visit us year after year.

They are rewarded with:

- Benefits when staying at Valamar properties, based on the guest's membership level
- Using Reward Euros to pay for accommodation when booking directly
- Discounts with our Loyalty Programme partners in accordance with these rules.

The Loyalty Programme is not considered a prize game. The rewards under this Programme are guaranteed and every participant who meets the conditions is entitled to various benefits. However, the unavailability of desired benefits does not grant Loyalty Programme members the right to a reduction in accommodation prices.

By joining the Loyalty Programme, each member acknowledges that they have read and understood the terms and conditions of these Loyalty Programme rules and they fully accept them. Loyalty Programme members are required to act responsibly and comply with the terms and conditions of these Loyalty Programme rules.

2. LOYALTY PROGRAMME DEFINITIONS

Loyalty Programme: A loyalty programme operated by Valamar under the name Valamar Rewards. All copyrights associated with this programme are the exclusive property of Valamar Riviera d.d.

Stay: The period between arrival (check-in) and departure (check-out) at a Valamar property. Based on the number of overnight stays and accumulated reward euros over two calendar years, members are entitled to various membership levels and benefits, as outlined in these Loyalty Programme rules. A minimum of two overnight stays are required to qualify for these benefits and accommodation must be booked online at www.valamar.com, www.valamarcamping.com and www.places-hotels.com or through the Valamar Reservation Centre at least 48 hours prior to arrival.

Valamar properties: Accommodation facilities (hotels, resorts or camping resorts) owned or operated by Valamar, as well as accommodation facilities owned by companies where Valamar manages the tourism segment of operations (as of the enactment of these rules): Imperial Riviera d.d., Jurja Barakovića 2, Rab, Croatia, PIN (OIB): 90896496260, HELIOS FAROS d.d., Naselje Helios 5, Stari Grad, Croatia, PIN (OIB): 48594515409), where the Loyalty Programme is implemented:

Name of hotel, resort or camping resort	Destination
Marea Suites 5*, Valamar Collection	Poreč
Isabella Island Resort 4* / 5*, Valamar Collection	Poreč
Valamar Tamaris Resort 4*	Poreč
Valamar Diamant Hotel 4* & Residence 3*	Poreč
Valamar Riviera Hotel & Residence 4	Poreč
Sunny Poreč by Valamar	Poreč
Lanterna Resort	Poreč
Valamar Camping Istra 5*	Poreč
Valamar Camping Istra 4*	Poreč
Camping Solaris 3*	Poreč
Camping Orsera 3*	Poreč
Camping Brioni 2*	Pula
Girandella Resort 4/5*, Valamar Collection	Rabac
Valamar Sanfior Hotel & Casa 4*	Rabac
Valamar Bellevue Resort 4*	Rabac
Valamar Camping Marina 4*	Rabac
Camping Tunarica 2*	Rabac
Sunny Krk by Valamar	Krk
Valamar Camping Krk 5*	Krk
Valamar Camping Ježevac 4*	Krk
Camping Škrila 3*	Krk
Valamar Atrium Baška Residence 4* & 5*	Baška
Sunny Baška Residence	Baška
Sunny Baška Hotel	Baška
Valamar Villa Adria 4*	Baška
Valamar Camping Baška 4*	Baška
Valamar Camping Bunculuka 4*	Baška
President Hotel 5*, Valamar Collection	Dubrovnik
Valamar Argosy Hotel 4*	Dubrovnik
Camping Solitudo 2*	Dubrovnik
Valamar Tirena Hotel 4*	Dubrovnik
Sunny Dubrovnik by Valamar	Dubrovnik
Valamar Lacroma Hotel 4*	Dubrovnik
Valamar Parentino Hotel 4*	Poreč
Arba Resort 4/5*, Valamar Collection	Rab
Imperial Hotel 4*, Valamar Collection	Rab
Valamar Padova Hotel 4*	Rab
Valamar Carolina Hotel & Villas 4*	Rab
Suha Punta Apartments 3*	Rab
San Marino Resort	Rab
Valamar Camping Padova 4*	Rab
Valamar Camping San Marino 4*	Rab
Valamar Meteor Hotel 4*	Makarska
[PLACES] Dalmacija by Valamar	Makarska
Sunny Makarska by Valamar	Makarska
[PLACES] Hvar by Valamar	Hvar
Valamar Amicor Resort 4*	Hvar
Valamar Obertauern Hotel 4*	Obertauern
Kesselspitze Hotel 4*s, Valamar Collection	Obertauern
[PLACES] Obertauern by Valamar	Obertauern

Valamar reserves the right to remove individual properties from the list of Valamar properties, as well as add new ones.

Client: An individual who meets the criteria for joining the Loyalty Programme but has not yet joined nor accepted the terms and conditions of the Loyalty Programme rules.

Loyalty Programme member: An individual who has joined the Loyalty Programme and is entitled to benefits based on their membership level and the terms and conditions of these Loyalty Programme rules.

"White" membership level: The basic tier of the Loyalty Programme, assigned to all members upon joining.

"Silver" membership level: The tier attained by a member after staying for 8 nights or more or accumulating 50 Reward Euros in their Rewards Wallet from stays at participating properties as a member of the Loyalty Programme during a calendar year.
Includes "Silver" benefits, such as products and services outlined in the current list of benefits.

"Gold" membership level: The tier attained by a member after staying for 20 nights or more or accumulating 150 Reward Euros in their Rewards Wallet from stays at participating properties as a member of the Loyalty Programme during a calendar year.
Includes "Gold" benefits, such as products and services outlined in the current list of benefits.

"VIP" membership level: Valamar may invite guests who meet specific criteria to the highest membership level:

- A member who has spent 50 nights at properties participating in the Loyalty Programme during one calendar year or who has collected 500 Reward Euros in their Rewards Wallet from stays at participating properties during a calendar year.

Reward Euros: Members are awarded Reward Euros based on their spending during stays at properties participating in the Loyalty Programme and can use them in two ways:
1. When booking accommodation directly
2. To reduce the cost of food and beverages at participating outlets during their stay.

F&B outlet: A restaurant or bar within a Valamar-owned hotel, resort or campsite that participates in the Loyalty Programme and has a corresponding sign/leaflet displayed in a visible location informing guests that Reward Euros can be redeemed to reduce their bill.

Valamar Rewards card: A card with a unique identification number that members receive as confirmation of their membership status, allowing them to track their membership level and access benefits according to their specific tier. A membership card is not transferable. It is issued as a digital card.

Rewards Wallet: A section within the user account listing all information regarding reward euros and promotional euros. Loyalty Programme members can track their transactions and balance of available Reward Euros in the Rewards Wallet (earned, redeemed, reserved, etc.).

Benefits: The benefits enjoyed by Loyalty Programme members. For a detailed overview of benefits by membership tier and their eligibility criteria, please visit: https://rewards.valamar.com.

Loyalty Programme partner: Legal entities or people, distinct from Valamar, that offer specific benefits to Loyalty Programme members (such as discounts on their services etc.). Valamar is not the service provider of services offered by Programme partners and therefore cannot guarantee their quality. Valamar reserves the right to discontinue cooperation with any of the Programme partners at any point without stating a reason.

Additional benefits: Services available through membership in the Loyalty Programme at Valamar properties and/or with Programme partners. To view the list of additional benefits, members need to log into their online user account. To enjoy additional benefits, members are required to present their membership card, which serves as the basis for eligibility.

3. MEMBERSHIP TERMS & CONDITIONS

Membership in the Loyalty Programme is open to all individuals over the age of 18.

Membership in the programme is provided free of charge.

Clients may join the Loyalty Programme by filling out the application form:
- online at www.valamar.com, www.valamarcamping.com and www.places-hotels.com
- at the reception desk of Valamar properties
- using the My Valamar mobile app
- by scanning the QR code to access the Loyalty Programme (redirecting the guest to the membership form at www.valamar.com)
- by calling the Valamar Reservation Centre at +385 52 465 000
- when registering online

To become a member, the client must fill out all mandatory fields on the Loyalty Programme membership form: name, surname, gender, date of birth, mobile phone number, home address and email address.
Members must notify Valamar of any changes to the personal data provided in their membership application. Valamar assumes no responsibility towards Loyalty Programme members for the inability to access Programme benefits if they provided incorrect or incomplete information.

4. VALAMAR REWARDS CARD

The membership card is automatically activated upon joining the programme.

After joining the Loyalty Programme, members will receive an email notification with instructions on how to download their digital cards.

Registering multiple individuals under a single member identification number or registering the same individual on multiple accounts is prohibited.

The card features a unique identification number that is non-transferable and must not be shared with any third party under any circumstances. Failure to comply will result in the member losing all rights associated with the Loyalty Programme.

The membership card is non-transferable and may only be used by the cardholder, who must be a valid Loyalty Programme member.

The membership card is the property of Valamar, which reserves the right to revoke or refuse the membership card if the member does not adhere to or breaches membership rules and conditions.

The member is accountable for all activities associated with their card account.

Any fraudulent use of the membership card will cause immediate cancellation of the card and closure of the Loyalty Programme member’s account.

In the event of a member’s death, their rights are not transferable to their heirs and their membership will be automatically cancelled.

5. LOYALTY PROGRAMME USER ACCOUNT

Each member has their own user account. To access the user account, a member must first create a password. If a member forgets their password, they can select "Forgot password" at any time on www.valamar.com, www.valamarcamping.com and www.places-hotels.com and they will receive instructions via email on how to create a new password.

The user account can be accessed after logging in on www.valamar.com, www.valamarcamping.com and www.places-hotels.com by entering the registered email address or card identification number and the password in the designated field.

Access your user account to view the following:
- balance of Reward Euros in the Rewards Wallet
- current membership level
- active bookings
- member profile with your personal data, which you can update
- benefits
- additional benefits
- promotional offers.

6. REWARD EUROS

6.1. How to collect Reward Euros

Members collect Reward Euros as part of the Loyalty Programme:

- For every **paid stay** at a Valamar property; reward euros are only earned through the member's personal stay in the accommodation unit in which the member is registered. The stay must be paid for by the Loyalty Programme member in order to qualify for the reward euros.
- For all **services paid** during the stay that are charged to the accommodation unit at a Valamar property;
- During Valamar's **promotional campaigns or special offers**, if Valamar decided to grant reward euros for a particular campaign.
- In the event of transferring a voucher to a friend in accordance with the rules of the Ambassador Programme.

Reward Euros cannot be earned under any circumstances and cannot be used for overnight stays or accommodations in the following cases:

- For any part of the stay or the entire stay that was paid with reward euros;
- For the stay of other individuals (except when these individuals share an accommodation unit with the member or if the member's underage children are staying in a separate accommodation unit); however, if multiple members of the Loyalty Programme are staying in the same accommodation unit at the same time, only one person/member shall be eligible to earn **Reward Euros** for that stay.
- For stays booked through tour operators or online travel agencies;
- For stays booked through travel agents where payment is not made directly to the property's or Valamar's account (this includes booking sites where payment is made directly to the site operator's account, which are also classified as travel agents);
- For stays paid for with coupons or vouchers purchased by the member from websites offering group deals to consumers;
- For services that were paid for in cash or by credit card at external points of sale, e.g., kiosks within the hotel;
- For products and services offered by third parties (e.g., beauty salons, transport, excursions, etc.), even if they are located inside Valamar properties;

- For services billed by the hotel to third parties, e.g., insurance companies and health insurance providers;
- For stays based on competitions / coupons / vouchers;
- If the bill for the stay and/or service is not paid in full;
- For wedding banquets;
- For stays before the date on which the member joined the Loyalty Programme.

Loyalty Programme members may not book stays for friends or family using their membership card and available Reward Euros from their Rewards Wallet, nor can they use such methods to earn Reward Euros for their Rewards Wallet, unless they are also staying in the same accommodation unit.

For "flat-rate" guests who are members of the Loyalty Programme, their stays at Valamar campsites do not make them eligible to earn Reward Euros; however, as members of the Loyalty Programme, they can still enjoy the other rights and benefits outlined in the programme, such as discounts on products and services (additional benefits).

6.2. Reward Euros earning system

The Reward Euros earning system used in the Valamar Rewards Programme is based on the total spend during a stay and is subject to the following conditions, depending on the membership level:

- White: 3% cashback to the Rewards Wallet
- Silver: 3.5% cashback to the Rewards Wallet
- Gold: 4% cashback to the Rewards Wallet
- VIP: 4.5% cashback to the Rewards Wallet

Reward Euros earned in the manner described above are automatically credited to the Rewards Wallet no later than seven days after check-out and can only be added to the account of a member who personally stayed at a Valamar property and/or used a provided service for which reward euros are granted.

If the stay is paid for in advance or at check-in, the reward euros will be calculated within 24 hours after check-in.

Reward Euros in the Rewards Wallet hold no cash value and cannot be redeemed for cash.

Members have the right to submit a request for the retroactive addition of reward euros to the Rewards Wallet if they believe that the information regarding their account and/or transactions provided by the Programme does not align with the applicable rules. This request can be submitted from the user account on www.valamar.com, www.valamarcamping.com and www.places-hotels.com or by calling customer service at +385 52 465 000. Each request must include the relevant booking number.

If all the conditions for being awarded Reward Euros have been met, but the amount hasn't been credited to the member's account, each Loyalty Programme member has the right to a review and subsequent calculation of reward euros for all stays during the current and previous year. Reward Euros **shall not be credited for older reservations or stays.**

6.3. Validity period of Reward Euros and Promotional Reward Euros

a) Reward Euros earned by staying at Valamar

In the event that no activity (stay) is recorded under the ID of a Loyalty Programme member during a two-year period, all Reward Euros earned up to that point shall be voided without the option for reimbursement. Activity shall mean the last day of stay.

b) Promotional Reward Euros

Each promotion may have a specific expiration date, which will be appropriately indicated. Upon the expiration of that date, promotional Reward Euros will also expire and will be removed from the account without prior notice.

Valamar Riviera d.d. reserves the right to invalidate all Reward Euros of a Loyalty Programme member without prior notice in case of suspected irregularities or abuse.

6.4. Viewing the Rewards Wallet balance

Members can view the balance of their collected reward euros at any time by contacting Valamar via email at info-loyalty@valamar.com, by phone at +385 52 465 000 or in the Valamar Rewards section of their online user account at www.valamarcamping.com/loyalty/programme-description and www.valamar.com/loyalty, or through the My Valamar mobile app.

6.5. Transferring Reward Euros from the Rewards Wallet

Reward Euros can be transferred between Rewards Wallets belonging to different Loyalty Programme members through their user accounts at www.valamar.com, www.valamarcamping.com and www.places-hotels.com or by calling +385 52 465 000. The member is the only person who can request the transfer of their Reward Euros; requests from other individuals will not be taken into account.

Reward Euros that have been transferred or received from another member will not be taken into consideration with regard to membership levels under any circumstances.

Only Reward Euros earned by staying at a property are transferable. Promotional Reward Euros cannot be transferred to another member.

6.6. Reward Euros redemption system

Redeeming Reward Euros is not contingent upon membership levels and is uniform across all levels.

a) Redeeming Reward Euros during the booking process:

Members must indicate their intention to redeem Reward Euros from the Rewards Wallet by contacting the Valamar Reservation Centre or by adding such euros during the online booking process at www.valamar.com, www.valamarcamping.com and www.places-hotels.com.

When **cancelling a booking** for which Reward Euros have been used (depending on the selected pricing option), the following rules shall apply:

- If a booking under the early booking price list is cancelled up to 21 days before arrival – Reward Euros will be refunded to the member's Rewards Wallet. If a booking is cancelled within the last 21 days before check-in, Reward Euros **will not be refunded to the** Rewards Wallet.
- If a booking under the standard price list is cancelled up to 4 days before arrival – Reward Euros will be refunded to the member's Rewards Wallet. If a booking is cancelled within

the last 4 days before check-in, Reward Euros **will not be refunded** to the Rewards Wallet.

- If a booking under the advanced purchase price list is cancelled – Reward Euros **will not be refunded** to the Rewards Wallet.

In the event of a **no-show**, 100% of the Reward Euros used for the booking will be forfeited.

Payments made with reward euros will not be accepted for stays or contracted services without a prior booking made online at www.valamar.com, www.valamarcamping.com and www.places-hotels.com, or through the Valamar Reservation Centre. Valamar reserves the right to review or change this rule at any time.

Bookings made using Reward Euros cannot be **changed** after check-in at the reception desk.

Under the terms and conditions of sale, additional costs which are not included in the reservation must be settled by the member directly at the reception.

You can find detailed information on the terms and conditions of sale by using the following links:

- For hotels and resorts, click here
- For campsites, click here

Lastly, if the entire stay is paid for with Reward Euros (total price including discount: EUR 0.00), the additional costs not included in the reservation must be settled directly at the reception desk

b) Redeeming Reward Euros at F&B outlets during a stay

If a guest has Reward Euros in their Rewards Wallet and has not used them for the booking, they can use them to reduce their bill when paying for food and beverages at F&B outlets during their stay at a specific property.

Every restaurant or bar that offers this option will have a corresponding sign displayed in a visible location, informing guests that Reward Euros can be used to offset the bill amount.

To redeem Reward Euros, guests must first download the digital card to their mobile device's Wallet. The member's digital card contains a unique QR code that must be scanned at the time of payment to apply the discount, i.e. use Reward Euros to reduce the bill amount.*

*Reward Euros cannot be used to reduce the price of the following products and services: cigarettes, gratuities, products from the Valfresco display cabinet and pre-packaged ice cream.

6.7. Promotional vouchers and promotional Reward Euros

Members can view personalized promotions at any time in their user accounts at www.valamar.com, www.valamarcamping.com and www.places-hotels.com. This includes birthday surprises and voucher codes.

Promotional vouchers and promotional Reward Euros provided to individual members **cannot be transferred** to another Loyalty Programme member.. Not applicable to vouchers transferred to friends within the Ambassador Programme.

If a member hasn't consented to receiving the *newsletter,* they will not receive promotional offers or vouchers that come with the membership (e.g. birthday promotional Reward Euros or voucher).

Each promotion may have a specific expiration date, which will be appropriately indicated. Upon the expiration of that date, the Reward Euros or the promotional voucher code will also expire and will be removed from the account without prior notice. The member waives any claims with regard to the aforementioned.

Valamar reserves the right to offer different terms for promotional vouchers and Reward Euros

earned as part of a promotional campaign.

7. MEMBERSHIP LEVELS

To advance to the White, Silver and Gold membership levels described below, members must meet the specified requirements for each level within a period of two calendar years (from 1 January to 31 December).

With the introduction of the new Valamar Rewards Loyalty Programme, the requirements for achieving specific membership levels apply from 1 October 2024 to all stays after that date.

The VIP level is reserved exclusively for Valamar's most loyal guests and different conditions are applicable.

Terms and conditions for achieving or retaining a specific Programme membership level are as follows:

White:

- The basic tier of the Loyalty Programme, assigned to all members upon joining

Silver:

- A member who has stayed at properties participating in the Loyalty Programme for a minimum of 8 nights within two calendar years
- or who has collected 50 Reward Euros in their Rewards Wallet from stays at properties participating in the Loyalty Programme during two calendar years

Gold:

- A member who has stayed at properties participating in the Loyalty Programme for a minimum of 20 nights within two calendar years
- or who has collected 150 Reward Euros in their Rewards Wallet from stays at properties participating in the Loyalty Programme during two calendar years

Members have a period of two calendar years to meet the specified requirements for each membership level: White, Silver and Gold. If a member meets the requirements for a specific membership level, they will advance to the next level within seven days after checking out from the accommodation unit used to meet the requirements. E.g., if you are a **"**White" member, you will advance to the **"**Silver" level.

If none of the conditions described above are met within two calendar years, the member will be reverted to the previous membership level at the end of the second calendar year (31 December). E.g., if you are a "Gold" member, you will be downgraded to the "Silver" level.

Advancing to the next membership level based on completed stays is only available to a single member per accommodation unit; specifically, the individual whose membership card identification number is provided at the time of booking or stay, regardless of the number of Loyalty Programme members staying in that accommodation unit.

VIP:

Valamar may invite guests who meet specific criteria to the highest membership level:

- A member who has spent 50 nights at properties participating in the Loyalty Programme during one calendar year or who has collected 500 Reward Euros in their Rewards Wallet from stays at properties participating in the Loyalty Programme during a calendar year.

Members have one calendar year to meet the requirements of the VIP membership level associated with VIP stays and collected Reward Euros. The achieved VIP status is valid for two years.

8. AMBASSADOR PROGRAMME

The Ambassador Programme allows members of the Valamar Rewards Programme to become “ambassadors” for Valamar by sending their personalized link to friends who have never stayed at Valamar properties before, allowing them to receive a voucher worth €100. Each member of the Loyalty Programme shall be awarded 50 Reward Euros for every redeemed voucher (if their friend redeemed the voucher for a booking and completed their stay). The Ambassador reward euros shall remain valid for two years from the moment the Reward Euros were credited to the member’s account. There is no limit on the number of vouchers that can be sent.

By clicking on “SELECT A SENDING METHOD” on the interface, members of the Loyalty Programme can choose the channel through which to send their personalised link to their friends:

- By clicking on “COPY LINK”, the personalised link will be copied to the clipboard, ready for the member to paste it in any type of message.
- By clicking on “E-MAIL”, the member’s default e-mail provider will pop up, containing a personalised link and a default message ready to be sent. The default message cannot be edited.
- By clicking on “WHATSAPP”, the WhatsApp web server will open with the personalised link and a default message ready to be sent. The default message cannot be edited.

When sending, the member must be careful not to delete the personalised link.

After the friend receives the message, clicking on the personalised link will open a new web page. On the new web page, the friend should enter their personal details and their e-mail to which the voucher will be sent.

When entering personal data, the data entered in the database are checked, i.e. a check is made to see whether the person intending to redeem the voucher has already stayed at a Valamar property. If the check shows that the person has already stayed at a Valamar property, they shall not be eligible to redeem the voucher, and all data submitted in connection with the voucher shall be deleted. The friend will be immediately notified that they are not eligible to redeem the voucher, via the following message: “Only new guests are eligible to participate in the promotion.”

In the event that a friend is eligible to redeem the voucher (if they have not stayed at a Valamar property in the last 10 years from the day of submitting the voucher application), the submitted personal data shall be stored in the database of issued vouchers that will be visible to Valamar as the data controller and to the member of the Loyalty Programme who sent the voucher message to the friend, for the purpose of keeping a record of redeemed and unredeemed vouchers. The data shall be kept for a maximum of four months from the date of submission of the data. In the event that a friend redeems a voucher and becomes a guest of Valamar, their data shall be kept in accordance with the Valamar Privacy Policy, in the section relating to Valamar guests.

The voucher is worth EUR 100.00. The friend can redeem it up to three months after it was created, for booking accommodation for stays within one year from the date of creating the voucher. The minimum value of the stay for which the voucher can be redeemed is EUR 500.00. The voucher is valid for persons staying at Valamar for the first time and is good for all Valamar properties. If the guest has a cancelled reservation, the voucher may not be used within 21 days from the cancellation of the reservation. The friend that decides to redeem the voucher must enter it during the last step of the booking process, together with personal details. The voucher cannot be combined with other voucher promotions.

At the bottom of the Ambassador interface, the member of the Loyalty Programme has an insight into all sent vouchers in a table containing the voucher code, e-mail and the status of the voucher until it becomes “EXPIRED”.

The status of the voucher can be:

SENT – a friend created a voucher via a personalised link sent to their address,

EXPIRED – a friend created a voucher via a personalised link, but they haven't redeemed it for a booking and it has been more than 3 months since it was created,

RESERVED – a friend created a voucher via a personalised link and booked their stay,

IN STAY – a friend created a voucher via a personalised link, booked their stay and is currently staying at a Valamar property,

USED – a friend redeemed the voucher by staying at a Valamar property.

If a friend decides to use the voucher and submits personal data to Valamar in order to pick up and redeem the voucher, Valamar shall have a legitimate interest in the processing of personal data carried out for the purposes of direct marketing, primarily for sending marketing messages (newsletters) via e-mail, text messages and/or instant messaging platforms (Viber, WhatsApp, etc.). In these cases, the data subject shall have the right to object to such processing of their personal data at any time and free of charge by sending an e-mail to newsletter@valamar.com. They can also unsubscribe by clicking on the "unsubscribe link" at the bottom of each newsletter or by blocking the sender in accordance with the rules of the online channel used. In the event that a friend fails to redeem the ambassador voucher within 3 months, they will not be eligible for a new one.

Valamar Riviera d.d. reserves the right to refuse issuing vouchers or prizes in case of suspected irregularities or abuse.

9. USING THE BENEFITS

All the rights under membership in the Loyalty Programme are exercised by the member through identifying as a member by specifying the membership card ID number.

All membership benefits obtained by members as part of the respective levels may only be used during stays with a minimum duration of two nights, which were booked online via the websites www.valamar.com, www.valamarcamping.com or www.places-hotels.com, or at the Valamar Reservation Centre under the name of the person who is a Loyalty Programme member no later than 48h prior to his or her arrival.

If two Loyalty Programme members are staying in a single accommodation unit, they are not entitled to double benefits. Only one person per accommodation unit is entitled to the benefits, i.e. the holder of the card that was used to book the accommodation.

The exception to the previously established rule is benefits in the form of discounts on à la carte dinners and wellness treatments, in which case the discount is calculated with respect to the total amount of the account, regardless of the number of persons who have used the benefits, while the benefit of visiting one of the local sights consists of a ticket for two persons.

Membership benefits can be combined with benefits provided by other associations (ADAC, ACSI cards, etc.), except for making payments. Discounts provided by these associations cannot be used to further reduce the cost of the stay for which reward euros from the Loyalty Programme have already been used. This means that a discount can be obtained by either using reward euros from the Valamar Rewards Programme or from other sources, but not both simultaneously.

Complaints about the services indicated on the list of benefits may only be filed by presenting a voucher/ticket or retail bill at the establish

ment where the service was provided or a product was retrieved by a Loyalty Programme member. Valamar may give instructions with regard to the execution of obligations of third parties that provide Loyalty Programme members with services or products as part of the Valamar Loyalty Programme (particularly for providing benefit services).

If a Loyalty Programme member uses the Loyalty Programme benefits in the form of services provided by the programme partners, then the provision of the aforementioned services is subject to the general terms and conditions of the partner. Valamar will not be held accountable for any possible deficiencies pertaining to the provision of services, in which case the Loyalty Programme member must directly contact the service provider with regard to any requests pertaining to the quality and provision of services.

The stays and Loyalty Programme benefits cannot be transferred to the account of another Loyalty Programme member (current or recently opened).

10. DATA PRIVACY

Valamar takes care of the personal data of Valamar Rewards Programme members.

By accepting the membership and by creating your profile as a member of the Loyalty Programme, you confirm that you are aware of your personal data being processed by Valamar as the controller.

In the process of creating a profile, Valamar will process personal data:

- collected when filling in the membership application form (first and last name, gender, date of birth, e-mail, mobile phone number, address (street, house number, postcode, city/town and country)
- on all bookings and stays (dates of arrival and departure, facilities, type of accommodation unit)
- collected during the stay (e.g. facility, number of children, marital status, language, pets, interests and activities enjoyed during the stay, manner of travel, accommodation, destination preference, spending, etc.)
- collected by filling in a satisfaction survey
- related to the membership itself (membership card ID number, number of points, number of points used, membership level, method of use of points, use of benefits, language used for communication, way of addressing someone, all data that you fill in when updating your profile in the user account such as: interests, manner of travel, pets, preferred accommodation facility, preferred accommodation facility category, preferred destination, connection to social networks)
- related to activities in the Ambassador Programme.

The aforementioned data is stored in the Valamar guest databases for a period of 10 years from the moment of becoming a member or from the last stay at Valamar facilities.

Personal data is processed for the purpose of exercising the rights that you receive as a member of the Loyalty Programme.

Valamar will periodically send messages to each member of the Loyalty Programme with information about updates to the Loyalty Programme, special benefits, special offers, Reward Euros balance and membership level.

Additionally, based on legitimate interest, Valamar processes personal data for direct marketing purposes, including profiling required for sending personalised newsletters that comply with your stated interests via email, text messaging and/or instant messaging platforms (such as Viber, WhatsApp, etc.).

Members are not obliged to provide all of the aforementioned information, and such action will not affect their membership. However, certain personal information is essential for membership and use of the associated benefits, such as name, surname, and details about stays that contribute to the accumulation of reward euros. Additionally, if we do not have this information, the newsletters you receive may be less tailored to your interests. For example, if we do not have the information that you are interested in cycling, this will not affect your membership but you may not receive a newsletter with information about benefits for cycling enthusiasts.

It is important to note that members have the right to file an objection to such personal data processing, whether related to the initial or any further processing, at any time and at no cost.

You may unsubscribe from any Valamar newsletter by emailing newsletter@valamar.com, clicking the “unsubscribe” link located at the bottom of each newsletter or by blocking the sender following the rules of the online platform you are using. Unsubscribing from the newsletter does not affect Valamar’s legitimate interest in sending service messages and satisfaction surveys related to a specific stay, along with other service communications, to members who are also guests of Valamar properties.

You have the right to request access, correction, deletion or restriction of personal data processing from Valamar, the right to object and other rights in accordance with the regulations governing the protection of personal data.

For all inquiries related to personal data protection, as well as any complaints or requests to exercise your rights, please contact the Data Protection Officer via email at dpo@valamar.com or by post at Valamar Riviera d.d., Stancija Kaligari 1, Poreč, Republika Hrvatska – Attention: DPO.

For additional details on personal data protection and your rights, please refer to Valamar’s Privacy Policy, available at www.valamar.com/en/privacy-policy or at the reception desk of any Valamar property.

11. TERMINATION OF MEMBERSHIP

Members may cancel their Valamar Rewards membership with a written notification at any moment without giving a valid reason via e-mail to info-loyalty@valamar.com or by calling +385 52 408 222. This implies the withdrawal of the member and the cancellation of participation in the Loyalty Programme, which permanently terminates the relationship between the member and the Loyalty Programme, as well as all the benefits associated with membership in the Loyalty Programme.

If the member requests the erasure of his or her data in any of the Valamar databases, the member will be sent an e-mail inquiry as to whether he or she wishes to remain a member of the Loyalty Programme. If the member replies that he or she does not want to or does not provide a response, the member will be deleted from the membership of the Loyalty Programme within 30 days.

Valamar reserves the right to cancel membership and revoke Reward Euros in cases of non-compliance with these Loyalty Programme rules, including, but not limited to, sharing the card identification number with others, allowing unauthorised individuals to use the card to access benefits, failing to adhere to the general terms and conditions, violating house rules, not settling bills or exhibiting inappropriate behaviour towards staff or other guests.

In addition, Valamar may also cancel membership and revoke Reward Euros if the user

provides false or incorrect information during registration or while using the Programme benefits.

Membership may be cancelled if promotional offers are used in a manner that contradicts the purpose of the Programme, e.g., cancelling services after having used promotional benefits.

Any use of the Programme for illegal activities or misuse of services may result in membership cancellation and the revocation of Reward Euros from the Rewards Wallet.

In the event of a Loyalty Programme member’s death, Reward Euros will not be transferred to their heirs; any accumulated Reward Euros will be automatically forfeited and the membership card will become invalid.

Membership in the Valamar Rewards Programme will automatically terminate upon the discontinuation of the Programme.

The membership card will be automatically deactivated upon termination of membership. In this case, the member is not required to return the physical card to Valamar, but it must not be used again.

12. FINAL PROVISIONS

Except in cases of intentional or gross negligence, Valamar does not accept responsibility for any damages incurred (1) due to an omission that prevents the member from exercising any of their rights provided by the membership; and/or (2) due to a system error resulting in incorrectly granted benefits; and/or (3) due to the failure to calculate reward euros because of system errors or unauthorized access (such as cyberattacks); and/or (4) due to theft, loss, copying or other unauthorized use of the card and reward euros stored on the card; and/or (5) due to circumstances in which the benefits of the Programme cannot be temporarily accessed.

Valamar assumes no responsibility for the accuracy of the information provided in the member's application form and for any damages (material or non-material) that may occur on that basis.

In the event of a dispute between Valamar and a Loyalty Programme member, Croatian law shall apply.

Any disputes pertaining to the provisions and application of the general terms and conditions shall be settled primarily by mutual agreement, or if this is not possible, the territorial jurisdiction of the competent court shall be determined according to the headquarters of Valamar.

13. LOYALTY PROGRAMME NOTICES

Valamar has the right at any time to make amendments to the terms and conditions of participation in the Loyalty Programme, as well as to the general terms and conditions, in particular the right to modify the list of Valamar facilities, together with the list of benefits and possible restrictions. When making amendments to the terms and conditions of participation in the Loyalty Programme, Valamar shall take the interests of the Loyalty Programme members into consideration. The amendments to the terms and conditions will be published on: https://www.valamar.com/cmsmedia/loyalty/terms-conditions-en.pdf.

Valamar reserves the right to terminate the Loyalty Programme and/or replace it with another reward programme at any time and without giving valid reasons.

Valamar shall take all the necessary measures to notify the members about amendments or the termination of the Loyalty Programme in a timely manner and shall not be held accountable for any potential losses or damages incurred by the members once the specified amendments take effect.

The termination or amendment of the Valamar Rewards Programme does not constitute a valid ground for the Programme members to claim damages against Valamar.

All information pertaining to the Loyalty Programme is available on the websites www.valamar.com, www.valamarcamping.com and www.places-hotels.com.

Poreč, 20 March 2026 VALAMAR RIVIERA d.d.