RULES OF THE "BLACK FRIDAY 2026" INITIATIVE

ART. 1 - ORGANISING COMPANY

Nove25 s.r.l., via Raffaello Sanzio 19 (20149) Milan (VAT no. 04217070962) (**Nove25**).

ART. 2 - DURATION

The initiative organised by Nove25 and governed by these rules (**Initiative**) runs from 23 November 2026 to 30 November 2026 inclusive.

ART. 3 – TERMS OF PARTICIPATION

From 23 November to 30 November inclusive - BLACK FRIDAY

Purchases on the Website
A customer who, in a single order, purchases products included in the Initiative on the website www.nove25.net (**Website**) will be entitled to an immediate 20% discount. The products excluded from the Initiative and not eligible for the discount are:

- Co-Labs;
- the Diamonds Collection;
- the Drop Fall 2026 earrings (N25OREM0755, N25OREM0756, N25OREM0757, N25OREM0758, N25OREM0759, N25OREM0764, N25OREM0765, N25OREM0766, N25OREM0767, N25OREM0768, N25OREM0771, N25OREM0776, N25OREM0778, N25OREM0782, N25OREM0783);
- Custom Free products;
- MyNove25 Customisations;
- Gift Cards;
- products on promotion;
- products on special offer ("Archive Sale" or "Outlet");
- products in the "non-jewellery" categories.

Purchases in physical stores
A customer wishing to take part in the Initiative may visit one of the Nove25 physical stores participating in the Initiative. The participating physical stores are the following:
Nove25 Milano Ravizza
Nove25 Milano Corso Buenos Aires
Nove25 Monza
Nove25 Bergamo
Nove25 Bologna
Nove25 Roma Gracchi
Nove25 Roma Appia
Nove25 Como
Nove25 Varese
Nove25 Torino
Nove25 Lugano

A customer who, at a participating physical store, purchases one or more products included in the Initiative will be entitled to an immediate 20% discount. The products excluded from the

Initiative and not eligible for the discount are:

- Co-Labs;
- the Diamonds Collection;
- the Drop Fall 2026 earrings (N25OREM0755, N25OREM0756, N25OREM0757, N25OREM0758, N25OREM0759, N25OREM0764, N25OREM0765, N25OREM0766, N25OREM0767, N25OREM0768, N25OREM0771, N25OREM0776, N25OREM0778, N25OREM0782, N25OREM0783);
- Custom Free products;
- MyNove25 Customisations;
- Gift Cards;
- products on promotion;
- products on special offer (“Special price” or “Outlet”);
- products in the “non-jewellery” categories.

ART. 4 – AMENDMENTS TO THE RULES

Nove25 may amend these Rules at any time, provided that the amendments do not prejudice the rights already acquired by the customer. In such case, the amendments to the Rules will be communicated in the same manner in which the customer was informed of the Rules or in an equivalent manner.

ART. 5 - GOVERNING LAW AND JURISDICTION

These Rules are governed by Italian law. Any dispute arising from the application and/or execution of the Initiative shall fall under the exclusive and mandatory jurisdiction of the court of the place where the customer resides or is domiciled.