

GENERAL TERMS AND CONDITIONS

STEFFL THE CLUB

1. Introduction

The STEFFL Department Store¹, operated by Kaufhaus STEFFL Betriebs AG (hereinafter “STEFFL”) with the address Kärntner Straße 19, 1010 Vienna, offers, together with affiliated companies, a customer loyalty program for its customers under the name “STEFFL The Club.”

2. Scope

2.1. The following General Terms and Conditions (“GTC”) apply to all agreements regarding the provision of goods and services in connection with the “STEFFL The Club” customer loyalty program. They form the basis for all contracts between STEFFL and the group and partner companies participating in the customer loyalty program (“Providers”) as operators of the “STEFFL The Club” customer loyalty program, and the customer as a club member of “STEFFL The Club” (hereinafter referred to as “Club Member” or “Customer”). The GTC also apply to future contracts, even if no further reference is made to them at the time of contract conclusion,

2.2. In these GTC, “Club Member” refers to all persons whose application has been fully completed and whose successful registration of their membership and corresponding customer account has been confirmed.

2.3. Expressly excluded from the applicability of these GTC are businesses and restaurants currently located at the branch at Kärntner Straße 19, 1010 Vienna (“STEFFL Department Store”), such as Mythos Mozart Betriebs GmbH, as well as other third-party businesses not affiliated with the group, such as , Parfümerie Alina GmbH, and Dyson Demo Zone STEFFL Vienna.

2.4. A current list of affiliated companies, including the names of non-participating businesses, can be viewed here [https://www.STEFFL-vienna.at/media/wysiwyg/dp_files/STEFFL/STEFFL_Unternehmen.pdf].

2.5. Separate terms and conditions, available here [<https://www.STEFFL-vienna.at/de/agb-einkaufsgutscheine/>], apply to contracts for the purchase of STEFFL-shopping vouchers. The purchase of a shopping voucher does not count as eligible Club sales; the value is not credited to the customer’s account as sales at the time of purchase.

2.6. These GTC do not apply to employees of STEFFL Group companies and their partner businesses.

3. General

3.1. The GTC are published on STEFFL’s website at www.STEFFL-vienna.at/de/agb_theclub/ and may be saved and printed.

¹ “STEFFL The Department Store” is a brand of Kaufhaus STEFFL Betriebs AG.

3.2. The language of the contract is German; this also applies in the event of isolated instances of communication or translation of these terms and conditions into another language. Translations into other languages are provided solely for the purpose of clarity; in the event of any contradictions or differences in interpretation, the German version shall be exclusively authoritative. The conclusion of the contract and all further communication within the framework of the “STEFFL The Club” customer loyalty program shall take place in German.

3.3. Deviations from these GTC, in particular any conflicting terms and conditions of purchase or business of a Club Member, are expressly not recognized and are valid only if they are expressly acknowledged and confirmed in writing by STEFFL.

3.4. Agreements must generally be in writing.

3.5. To the extent that contracts are concluded with consumers within the meaning of the Austrian Consumer Protection Act (KSchG), mandatory statutory provisions shall take precedence over these GTC.

3.6. Where gender-specific terms are used in these GTC for the sake of simplicity, they are always intended to refer to all genders.

3.7. Participation in the “STEFFL The Club” is permitted only to natural persons who are legally competent and of legal age. If the participation of an unauthorized person is detected, the Club Member, along with all transmitted personal data, will be immediately deleted as a customer.

3.8. A Club Member is entitled to maintain only a single customer account. If a Club Member maintains multiple customer accounts, STEFFL is entitled, even without prior consultation with the Club Member, to consolidate the accounts into a single account. The transactions contained in the Club Member’s respective accounts will be totaled in the consolidated account and reported there.

3.9. Businesses, in particular natural or legal persons entitled to input tax deduction or VAT-exempt purchases, are excluded from participation in “STEFFL The Club.”

3.10. Participation in “STEFFL The Club” is free of charge. Only upon confirmed participation in “STEFFL The Club” does the Club Member have the opportunity to take advantage of the Club’s special benefits (e.g., promotions, events, sweepstakes, etc.).

4. Participation in the Customer Loyalty Program

4.1. The application to participate in “STEFFL The Club” is submitted electronically, either by registering via the website or (after downloading it) in a dedicated application (“hereinafter referred to as the ‘APP’”) or by completing the registration on a tablet at “Department Store STEFFL.” Upon registration, the customer must provide the data necessary to process the request.

4.2. The provision of the registration option via the website, in the APP, or via a tablet at “STEFFL Department Store” does not constitute an offer by STEFFL to participate in the customer loyalty program in the legal sense. Rather, it is an invitation to the potential club member to submit an offer to participate in STEFFL themselves. Only the club member’s declaration to participate in “STEFFL The Club” constitutes an offer to participate in the legal sense.



4.3. STEFFL is free to accept offers to participate following a positive review or to reject them without cause. There is no legal entitlement to participate in the “STEFFL The Club” loyalty program.

4.4. A person may only join “STEFFL The Club” and become a member once. Multiple registrations are not permitted. In the event of financial loss resulting from unauthorized multiple memberships, STEFFL reserves the right to seek reimbursement from the person responsible.

4.5. Registration for STEFFL The Club is complete upon the creation of a personal member area account.

4.6. The registration page includes a requirement to agree to the disclosed GTC and the Privacy Policy. By clicking the consent checkbox, the club member expressly accepts the GTC and acknowledges the Privacy Policy. Consent to the GTC is a prerequisite for participation in “STEFFL The Club.”

4.7. The Club member is provided with a digital “STEFFL The Club” loyalty card via the app, which allows the customer to verify their participation in “STEFFL The Club.”

4.8. The use of services or special conditions offered by “STEFFL The Club” is contingent upon the use or presentation of the digital customer card.

5. The “STEFFL The Club” Customer Loyalty Program

5.1. “STEFFL The Club” operates on a bonus system in which only eligible purchases made by a club member at STEFFL are counted toward annual sales. Based on this annual sales total, the club member can take advantage of the respective special conditions.

5.2. A customer account is maintained for each club member. The account balance shows the eligible sales made upon presentation of the customer card during the payment process. Prices are rounded to the nearest whole number. Returned goods are deducted from the annual sales volume and are not taken into account when calculating the Club level. Sales may be retroactively credited within 30 days of the purchase date upon presentation of a valid proof of purchase. Sales made prior to this period cannot be credited.

5.3. STEFFL The Club consists of the four membership tiers “Silver,” “Gold,” “Platinum,” and “Diamond.” Upon registration, the Club member is assigned to the “Silver” tier. To determine the respective Club Level, the eligible sales from the last 12 months are added together. The respective Club Level remains valid for 12 months from the date of acquisition. After this period expires, the Club Level is reassessed based on purchases made within those 12 months and adjusted accordingly.

5.4. The “Gold” level is achieved with an annual turnover of at least 700; an annual turnover of at least EUR 3,000 is required to reach the “Platinum” level. The “Diamond” level is achieved with an annual turnover of EUR 6,000 or more. Details regarding the bonus levels and club benefits can be found at www.STEFFL-vienna.at/theclub and in the app.

5.5. Depending on their respective club level, club members are granted special terms related to their purchases upon joining the customer loyalty program. The granting of these terms, as well



as any changes or complete discontinuation thereof, is solely at the discretion of STEFFL, subject to availability and until further notice.

5.6. The scope of services of the customer loyalty program includes, among other things, the provision of discounts, services, credits, vouchers, and promotions on individual items, brands, and product ranges, as well as invitations to events. Advertising for products, goods, and services—including sales promotions for STEFFL—is displayed via email, SMS, WhatsApp, push notifications, mail through the app, and on receipts. Club members have no legal entitlement to specific offers or to the use of all or any of the provider's additional services (e.g., offers or discounts may be tailored only to specific target groups or time periods). In all other respects, the terms and conditions published individually for each service shall apply.

5.7. The scope of the specific special terms and conditions depending on the Club level, as well as the individual level (after logging into the Club area), can be viewed at www.STEFFL-vienna.at/theclub and in the APP.

5.8. The app, website, WhatsApp, or email serves as the communication channel between STEFFL and the club member and is used to deliver granted special conditions (welcome bonus, vouchers, special offers, and event invitations). Special conditions delivered in this manner can only be redeemed by presenting the voucher in the app or via email.

5.9. Objections to the accuracy or completeness of sales records must be raised in writing no later than four weeks after the transaction was recorded, either at kundenservice@STEFFL-vienna.at or at Kaufhaus STEFFL Betriebs AG, Kärntner Straße 19, 1010 Vienna; otherwise, the sales record shall be deemed correct. Unless the failure to assign a purchase to a customer card is due to a technical malfunction on the part of STEFFL. In this case, the Club member may request a retroactive credit in writing by mail or email (kundenservice@STEFFL-vienna.at) within four weeks of becoming aware of the failure to record the transaction. To do so, STEFFL requires the complete receipts (e.g., the original purchase receipt for the product). All documents sent to the operator will be scanned, digitally archived, and destroyed after scanning.

5.10. In cases where the ordering process and the use of the service occur at different times or where rights of withdrawal apply, sales points will only be recorded after the service has been used or after all withdrawal periods have expired, unless an earlier credit is expressly permitted.

5.11. The special terms and conditions are granted for the duration of the Club Member's membership in "STEFFL The Club" or for the duration of the customer loyalty program in its current form. Upon withdrawal from the customer loyalty program, the special terms and conditions and the existing sales points are deleted and can no longer be used.

6. Personal Data and Changes

6.1. Should the Club Member's name, address, or other information provided in the application to participate in the loyalty program change, the Club Member is obligated to notify STEFFL of these changes immediately in order to maintain communication between STEFFL and the Club Member. Mailings and notices sent to the last address provided by the customer are deemed to have been effectively delivered if the customer has not notified STEFFL of a change of address.



6.2. Changes to your address and other personal information may be submitted in writing by mail or email (theclub@STEFFL-vienna.at), or made by the club member directly through the provided app or online in their personal member area.

7. Consent to Communication

7.1. STEFFL will only send personalized electronic mail for advertising purposes or the newsletter after the club member has given their consent. The club member may opt out of receiving such communications at any time by clicking the “unsubscribe” link at the end of a relevant email or by deactivating newsletter delivery in the member area.

7.2. The Club Member receives non-targeted communications from STEFFL via mail, email, WhatsApp, SMS, MMS, push notifications, Messenger, or the app regarding the promotion of the provider’s own similar products and services. This data processing is based on the legitimate interest pursuant to Article 6(1)(f) of the GDPR. The Club Member may object to the sending of electronic mail for such purposes at any time without cause by clicking the “unsubscribe” link at the end of a relevant email or by deactivating the receipt of newsletters or app messages in the member area.

7.3. The Club Member will also receive transaction-related communications from STEFFL via mail, email, WhatsApp, SMS, MMS, push notifications, and Messenger or within the APP that are necessary for the performance of the contract (e.g., communications regarding Club Level, changes to terms and conditions or Club benefits, account changes, etc.).

7.4. The Club Member expressly agrees that legally significant notices from STEFFL (e.g., terminations, changes to the Club Level) may be delivered in writing via email to the email address most recently provided by the member.

8. Unauthorized Access to the Member Area

8.1. To prevent misuse, the Club Member must ensure that no third party gains access to their member area in the APP. In the event of loss, or misplacement of the device, the login credentials for the app, or any known misuse by the Club Member, the Club Member must immediately notify STEFFL by calling +43 1 93056-333 or emailing theclub@STEFFL-vienna.at (in each case, the rates of the Club Member’s network provider apply).

8.2. STEFFL will immediately block access to the customer account so that the use of and access to stored data are no longer possible.

8.3. STEFFL shall not be liable for the consequences, in particular damages, resulting from unauthorized access to a member’s member area by other persons for which STEFFL is not responsible. STEFFL shall not be liable for the consequences of unauthorized access to the member area or misuse within the app’s access area, nor for damages incurred by the club member resulting from failure to notify STEFFL of the loss, theft, loss, and/or misuse, provided that STEFFL takes appropriate steps (e.g., blocking) immediately after receiving such notification from the club member.



8.4. Misuse occurs in particular in the following cases:

- Copying or otherwise duplicating the card or the benefits associated with it,
- Use of the card or customer club benefits by businesses, in particular natural or legal persons entitled to input tax deduction or VAT-exempt purchases,
- Use of the customer card or benefits of the customer club by persons under the age of 18,
- Transferring, lending, or using the customer card or benefits of the customer club for a fee to or by unauthorized persons (see Section 2.6; this also applies to persons whose participation in the customer loyalty program has been rejected or terminated by the operator),
- Crediting sales from multiple individuals to a single customer account, provided that those individuals are not first-degree relatives, married, or in a registered partnership.

8.5. If a club member is found to have committed abuse, the sales generated through the abusive activity will be deleted, participation in "STEFFL The Club" will be terminated with immediate effect, and the customer card will be confiscated.

9. Termination, Cancellation of Membership, and Changes to the GTC

9.1. Participation in the customer loyalty program is based on an open-ended contract.

9.2. Any Club Member may terminate their participation in "STEFFL The Club" at any time and without providing reasons in writing to kundenservice@STEFFL-vienna.at or by mail to Kaufhaus STEFFL Betriebs AG, Kärntner Straße 19, 1010 Vienna.

9.3. Upon termination of participation in the customer loyalty program, the total sales associated with the annual sales will be deleted with immediate effect. The benefits associated with club membership can no longer be claimed after termination. The club member is obligated to render the membership unusable or return it to the operator after this period expires. Transfer of sales benefits is prohibited.

9.4. STEFFL has the right to terminate a customer's participation in the "STEFFL The Club" loyalty program with one month's notice.

9.5. STEFFL may terminate a Club Member's participation in the customer loyalty program at any time for good cause, in particular in the event of a serious violation of these GTC, such as misuse of the customer card, as well as in the event of culpable misrepresentation, harassing or harmful behavior toward STEFFL employees or customers, or an existing ban from the business premises.

9.6. STEFFL has the right to terminate a Club Member's participation if no sales activity can be verified on the Club Member's account for a period of more than 18 months. The Club Member need not be notified of this in advance. Upon termination of membership, the sending of newsletters to the member will also cease.

9.7. In the event of termination, the Club Member loses their membership upon receipt of the notice of termination and can no longer redeem special offers. Sales benefits will no longer be granted



as of this point in time. The right to claim damages caused by the Club Member is expressly reserved.

9.8. STEFFL further reserves the right to discontinue, supplement, or modify the customer loyalty program in whole or in part at any time, as well as to replace it with another program. In this case, the club member will be informed of intended changes with reasonable notice and advised of the option to terminate at any time. The change becomes part of the contract at the announced time if the customer does not object to STEFFL in writing or in text form within two weeks of receiving the notice of change. The Club Member will be expressly informed in the notice of the amendment to the GTC of the possibility to object within the deadline and the consequences of failing to object. Special conditions granted may be utilized until the termination of the customer loyalty program in the event of its complete discontinuation.

9.9. STEFFL reserves the right to unilaterally amend these GTC to the extent necessary to remedy subsequent imbalances or to adapt to changed legal or technical conditions. STEFFL will inform the customer in writing of any such amendment, including the content of the amended provisions.

9.10. The Provider may unilaterally make the minor and objectively justified changes to these GTC listed below at any time, in accordance with § 6(2)(3) of the Austrian Consumer Protection Act (KSchG). These include an expansion of eligible participants, an expansion of opportunities for Club Members to collect/redeem sales points, an extension of expiration periods, changes to deadlines regarding termination of participation in favor of the Member, editorial adjustments, or purely stylistic changes.

9.11. The current GTC are available on S's website at <https://www.STEFFL-vienna.at> or in the app.

10. Liability

Cash redemption of sales benefits, other services, club benefits, or similar is not permitted. STEFFL also assumes no liability regarding the availability of services or the proper performance of services by partner companies.

11. Technical Availability

Maintenance and updates to the IT systems underlying the operation of the customer loyalty program (including the website and app) will be carried out without disrupting service whenever possible. The provider will endeavor to limit the duration of any service disruption to the time strictly necessary. Where possible, maintenance will take place on weekends or on weekdays between 9:00 PM and 6:00 AM. In urgent cases, immediate troubleshooting may be necessary and may also take place during normal business hours. The Provider will inform Club members, to the extent possible, and will endeavor to restore IT operations as quickly as possible.

12. Data Protection



12.1. The data protection provisions are summarized in a detailed privacy policy, which is available separately at www.STEFFL-vienna.at/datenschutz and within the app. It may also be requested at any time by mail at the address listed in Section 16.

12.2. Club members will also find the necessary information regarding the use of cookies there

12.3. STEFFL processes personal data of Club Members voluntarily disclosed by the Club Member and additionally collected by STEFFL, such as personal master data, contact information, personal and professional data, electronic identification data (IP addresses (log files), data regarding the PC, browser, apps, etc.), as well as individual data on purchasing behavior, sales data, usage behavior, and campaign behavior, on the legal basis of fulfilling contractual obligations and safeguarding (predominantly) legitimate interests. This is for the purpose of operating and administering the customer loyalty program and customer relationship management, through targeted marketing and advertising campaigns to promote sales and increase customer loyalty (including through direct marketing).

12.4. To fulfill its obligations, STEFFL also engages other affiliated companies. Within the corporate group, personal data is only provided to departments that require this data to fulfill contractual and legal obligations as well as to safeguard legitimate interests. All such departments are contractually obligated to comply with data protection regulations.

12.5. By checking the box and submitting the registration, each Club Member declares that they accept the Privacy Policy in addition to the GTC and agree to be bound by it; however, the rights derived therefrom may only be exercised by STEFFL once STEFFL has also accepted the Club Member's registration.

12.6. The Club Member acknowledges that STEFFL offers them the extensive benefits of the customer loyalty program in order to attract them as a buyer for its own and third-party products. For this purpose (in return), the Club Member grants STEFFL the right to use the provided personal data for individualized and interest-based advertising. The Club Member may at any time unconditionally object to data processing related to direct marketing and behavioral/interest analysis at datenschutz@STEFFL-vienna.at with future effect, as well as revoke their consent.

13. Complaints / Ombudsman / Dispute Resolution

13.1. In the event of complaints or grievances, the Club Member/Customer is requested to contact Customer Service at the telephone number: 0043 1 930 56-333, the email address: kundenservice@STEFFL-vienna.at, or the department store address: Kaufhaus STEFFL Betriebs AG, Kärntner Straße 19, A-1010 Vienna.

13.2. STEFFL is willing to participate in dispute resolution proceedings before a consumer arbitration board. In the event of complaints, the customer may also contact the independent Ombudsman's Office of the Austrian Trade Association at any time. Trust Mark Austria, Ombudsman's Office of the Austrian Trade Association, 1080 Vienna, Alser Straße 45, ombudsstelle@handelsverband.at.

13.3. Online Dispute Resolution pursuant to Art. 14(1) of the ODR Regulation: The European Commission provides a platform for Online Dispute Resolution (ODR), which can be found at



<http://ec.europa.eu/consumers/odr/>. STEFFL is willing to participate in dispute resolution proceedings before a consumer arbitration board. This represents an option in the event of a dispute, but the customer is not obligated to avail themselves of it.

14. Copyrights

14.1. The “STEFFL The Club” app made available to the Club member for use is protected by copyright in terms of its content and structure.

14.2. All text, images, graphics, audio, video, and animation files are subject to copyright, trademark law, and other intellectual property laws. Copying or any other use for purposes other than those contractually necessary, private purposes, or for onward transmission, other publication, reproduction, and distribution—whether in original or modified form and in any medium—or such use on other websites is not permitted without the prior express written consent of STEFFL.

15. Final Provisions

15.1. Austrian law applies, excluding the UN Convention on Contracts for the International Sale of Goods (CISG), unless mandatory consumer protection provisions take precedence.

15.2. The place of performance is Vienna. The place of jurisdiction, except for consumers within the meaning of the Consumer Protection Act (KSchG), is the competent court at S’s registered office, currently Vienna.

15.3. Should any provision of these GTC be invalid, the validity of the remaining provisions shall remain unaffected.

16. Provider and Contractual Partner

Kaufhaus STEFFL Betriebs AG, FN 283788k

Kärntner Straße 19

1010 Vienna

Tel. +43 1/930 56 – 0

Email: kundenservice@STEFFL-vienna.at

You can reach us by phone Monday through Friday from 10:00 a.m. to 8:00 p.m., and on Saturdays from 10:00 a.m. to 6:00 p.m., but not on Sundays or holidays. Calls from Austrian landlines are charged at local rates; rates from mobile networks may vary (depending on the provider).

As of: May 2026

