

Public Offer (Agreement)

for Participation in the Coffeemanía Loyalty Program (Template)**

Requires adaptation to local legislation by the Franchisee's legal team

PUBLIC OFFER (AGREEMENT)

FOR PARTICIPATION IN THE COFFEEMANIA LOYALTY PROGRAM (TEMPLATE)**

(Requires adaptation to the legislation of the local market by the Franchisee)

The Coffeemanía Loyalty Program Terms and Conditions come into effect on “28” November 2025.

The Coffeemanía Loyalty Program is a tiered reward system that provides guests with bonus points for their purchases at Coffeemanía restaurants, as well as additional privileges and discounts in exchange for the accumulated points.

When making purchases, the guest can earn and redeem points stored in their personal virtual loyalty account.

Accumulated points may be used to receive a discount at Coffeemanía restaurants.

By agreeing to participate in the Coffeemanía Loyalty Program, an individual confirms their full legal capacity. Registration is required to join the program.

This Agreement is concluded between an individual (hereinafter, the “Participant”) and the operator of the loyalty program — Coffeemanía GCC (hereinafter, the “Company”).

This Agreement governs participation in the Coffeemanía Loyalty Program, including the provision of bonus (point-based) rewards by the Company for purchases made with the Company, as well as the procedure for using such rewards. Participation in the Coffeemanía Loyalty Program is free of charge for the Participant.

If an individual does not agree to take part in the Coffeemanía Loyalty Program, they must immediately discontinue the registration process.

Registration in the Loyalty Program constitutes unconditional acceptance of all provisions of this Agreement.

1. TERMS AND DEFINITIONS

The terms listed below have the meanings specified herein. Terms not defined in this Agreement shall have the meaning generally accepted in the relevant industry.

1.1. Authorization – actions performed by the Guest or Participant as required by this Agreement to gain access to the part of the Website available only to registered users.

1.2. Application Form – the Participant's application to join the Coffeemanía Loyalty Program in the form determined by the Company.

1.3. Points – virtual units that the Participant may use to receive privileges (rewards) under the conditions of this Agreement. Points have no cash value and do not provide the right to receive their monetary equivalent.

1.4. Guest – any individual who meets the requirements of the Agreement but has not yet completed Registration or accepted the Agreement (a potential participant in the Loyalty Program).

1.5. Plastic Card – a card issued by the Company to the Participant in cases provided for in this Agreement.

1.6. Privacy Policy – a document available on the Website that defines the Company's policy regarding the processing of information about Guests and Participants (including the purpose, method, and procedure for obtaining, using, and storing such information), and describes the Company's data protection measures.

1.7. Coffeemanía Loyalty Program – a program that provides Participants with additional discounts and privileges (rewards) under the terms of this Agreement.

1.8. Registration – actions performed by a Guest interested in participating in the Coffeemanía Loyalty Program as described in Section 3 of this Agreement, using the Website and/or QR code directing them to the Website.

1.9. Website – the website available at <https://coffeemaniagcc.ae/>, as well as any other websites belonging to the Company. The Website provides Guests the opportunity to complete Registration/Authorization and become Participants in the Coffeemanía Loyalty Program.

1.10. Device – any internet-connected electronic device used by the Guest or Participant to access the Website.

1.11. Participant – an individual registered in the Loyalty Program.

1.12. Company – a legal entity TWELVE STARS RESTAURANT CO. L.L.C

2. REGISTRATION, AUTHORIZATION, AND ENROLLMENT IN THE LOYALTY PROGRAM

2.1. Prior to participating in the Coffeemanía Loyalty Program, the Guest must complete Registration and Authorization in accordance with this Agreement, and fill out the Participant Application Form.

2.2. By completing Registration in the Coffeemanía Loyalty Program, the Guest confirms their agreement to the following:

2.2.1. The terms of this Agreement;

2.2.2. The Terms of Use available at: <https://e-rockets.io/e-rockets/termsfuse.html>;

2.2.3. The processing of their personal data in accordance with the Privacy Policy available at: <https://e-rockets.io/e-rockets/privacy.html>;

2.2.4. Their consent to the collection, provision, and other processing of their personal data under the terms of this Agreement and at <https://e-rockets.io/e-rockets/termsfuse.html>.

2.3. A Guest may register for the Coffeemanía Loyalty Program using one of the following methods:

2.3.1. Through their personal account on the Website;

2.3.2. Via a QR code displayed in the Company's or Partners' venues;

2.3.3. Through the Wallet application on the Participant's mobile device.

2.4. A Guest wishing to become a Participant must complete all mandatory fields in the registration form.

2.5. The Participant or Guest is required to provide the following mandatory information:

- Last name, first name;
- Date of birth (DD/MM/YYYY);
- Email address;
- Mobile phone number;
- Gender.

2.6. Before performing the actions described in clause 2.3, the Guest or Participant must enter their mobile phone number. For subsequent Authorizations, the Participant must use the mobile number and/or email address provided during Registration.

2.7. If the Participant provides false or unreadable information during Registration, or if the Company has grounds to believe the information is inaccurate, the Company reserves the right to block the Participant's access to the Website and/or Application and terminate their participation in the Loyalty Program. The Company may refuse or cancel Registration at any stage without explanation.

2.8. The Participant undertakes to keep their login credentials confidential. In case of loss or unauthorized access by third parties, the Participant must request that the Company block access to their personal account using the contact details provided during Registration. A new password will then be issued. The Company reviews such requests within 2 (two) business days. The Participant bears all risks associated with failure to notify the Company in time.

2.9. The Participant may change their mobile number or email address by contacting the Company.

The Participant must notify the Company of any change in the information provided during

Registration. Failure to do so may result in adverse consequences, which the Participant assumes responsibility for.

2.10. The Participant may receive a Plastic Card confirming their membership in the Coffeemia Loyalty Program from a restaurant manager of the Company or its Partner Organizations.

3. RULES FOR PARTICIPATION IN THE LOYALTY PROGRAM

3.1. The Coffeemia Loyalty Program is valid from 28 November 2025 until its termination by decision of the Company.

The Company has the right to amend any provisions of the Agreement, including those defining the rules of the Coffeemia Loyalty Program, to add or change Partner-Organizers, or to modify any other terms of the Agreement at any time, unilaterally, provided that such amendments are published on the Website. The new version of the Agreement or amendments enter into force from the moment they are posted on the Website.

The Company has the right to notify Participants about such changes via SMS, email, and other communication channels. The Participant must independently monitor the Website for changes and has the right to terminate the Agreement at any time if they do not agree with any of the amendments.

3.2. The Coffeemia Loyalty Program is valid within the territory of the United Arab Emirates at the “Coffeemia” restaurant located at: Dubai Hills Mall, G Floor.

3.3. The basis of the Loyalty Program is a bonus (points-based) reward mechanism for purchases made at the Company’s restaurant and in the online store on the Website.

3.4. The Company undertakes to accrue Points to Participants based on receipts confirming the completed purchase. The Company reviews complaints related to the accrual of Points only upon presentation of the receipt by the Participant.

3.5. The Participant may use accumulated Points to receive discounts and rewards (additional privileges) at the Company’s restaurant.

3.6. Points are intended for the personal use of each Participant and cannot be sold, transferred, gifted, exchanged for cash (or any monetary equivalent), or assigned to another person.

3.7. Procedure for Accruing Points

The Coffeemia Loyalty Program uses a progressive scale of Points accrual based on the Guest’s participation level.

3.7.1. Guest Level

By registering in the program, the Participant enters the Guest level. For every purchase, the Participant receives 2% in Points to their loyalty card.

To move to the next level and gain the ability to spend accumulated Points, the Participant must make at least 15 purchases of 100 AED or more each.

3.7.2. Friend Level

Upon moving to the Friend level, the Participant may spend Points accumulated at the previous level and earn new Points at a rate of 5%.

The minimum purchase amount for inclusion in the Loyalty Program is 100 AED. To move to the next level, the Participant must make at least 50 purchases within 365 days.

3.7.3. Ambassador Level

Upon moving to the Ambassador level, Points are accrued at 7% of the purchase amount. To maintain this level, the Participant must make 70 purchases of 100 AED or more each within 365 days.

3.8. Only those purchases with a total amount of at least 100 AED in a single receipt (taking into account all applied discounts) are included in the Loyalty Program.

3.9. Points for restaurant purchases are accrued within 1 hour after payment of the bill.

3.10. If the Participant uses Points to receive a discount on a purchase, Points are not accrued on the remaining amount of such a purchase.

3.11. In case of cancellation of a purchase and a refund to the Participant, the Company does not count the corresponding purchase and does not accrue Points for it (or cancels them if Points were already accrued).

3.12. In exceptional cases, the Company has the right to decide on accruing additional Points to the Participant at its sole discretion.

3.13. Procedure for Confirming the Participant's Level in the Coffeemanía Loyalty Program

3.13.1. The Participant may confirm or upgrade their level in the Coffeemanía Loyalty Program by completing the required number of visits (purchases) within 365 days from the date of registration or each participation period, which is 365 days. Each such purchase must be at least 100 AED.

3.13.2. Participants at the Guest level who have made fewer than 15 visits (purchases) within 365 days from registration remain at their current level.

3.13.3. Participants at the Friend level who have made fewer than 50 purchases within 365 days from moving to this level remain at their current level.

3.13.4. Participants at the Ambassador level who have made fewer than 70 purchases within 365 days from moving to this level remain at their current level.

3.14. Procedure for Redeeming Points

3.14.1. Starting from the Friend level, the Participant may use accumulated Points to receive a discount of up to 20% off the bill amount at Coffeemia restaurants.

3.14.2. When redeeming Points in the restaurant using a phone number or card number, the Participant must provide the server with a verification SMS code.

3.15. Procedure for Points Expiration

3.15.1. Accumulated Points are fully redeemed ("expire") 180 days after the last purchase. If the Participant is approaching the Points expiration date, making any single purchase is sufficient to retain their accumulated Points.

3.15.2. If the last purchase was made more than 180 days ago and was less than 100 AED, the accumulated Points expire.

3.15.3. The Company has the right to unilaterally deduct accumulated Points from the Participant's account in the event of violation of the Public Offer terms. The Company also has the right not to count purchases made in violation of the Public Offer.

3.16. Identification of Participants

To accrue or redeem Points, the Participant must undergo identification in one of the following ways:

3.16.1. Via the virtual card in the personal account.

3.16.2. By the phone number to which the Plastic Card was registered in the restaurant. Points are accrued without SMS confirmation.

The Participant may not grant access to their virtual card or Plastic Card to third parties. If the Participant becomes aware that someone else may have gained access to their virtual card or Plastic Card, they must notify the Company by sending a message to the following email address: dubaihills@coffeemaniagcc.ae

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If the Company becomes aware that the Participant provided their virtual card or Plastic Card to another person, the Company has the right to deduct all accumulated Points.

4. PARTICIPANT STATEMENTS

4.1. By accepting the terms of the Agreement, the Guest represents to the Company that they:

- have read the Agreement and other referenced documents, understand their meaning and significance, agree with their content, accept their terms without

reservation, and are ready to bear responsibility for non-compliance or improper compliance with the stated conditions;

- have read the Privacy Policy, understand its meaning and significance, and agree with its content;
- have provided complete, valid, and accurate data during Registration;
- meet all requirements applicable to them, in particular, are of legal age and have legal capacity in accordance with the legislation of the United Arab Emirates.

4.2. By accepting the terms of the Agreement, the Guest declares that he/she:

- is willing to participate in the Company's surveys and research via electronic, telephone, and mobile communications;
- agrees to receive information about goods and services available to Participants of the Coffeemia Loyalty Program, or for the purchase of which Points may be accrued to the Participant;
- agrees to receive from the Company notifications, messages, information, and newsletters in any format, provided that their content complies with the legislation of the United Arab Emirates;
- agrees to use the Coffeemia Loyalty Program solely for personal purposes not related to entrepreneurial activity;
- recognizes the legal force of documents sent by the Company through the Website or Mobile Application as equivalent to personally signed documents, and also recognizes the legal force of actions performed through the Website or Mobile Application;
- acknowledges that the identification means used by the Company are sufficient to establish the identity of the person from whom the relevant documents and actions originate.

5. PERSONAL DATA

5.1. The Participant acknowledges the necessity of processing his/her personal data for the performance of the Agreement and gives consent to the Company for processing his/her personal data, such as: full name, date, month, and year of birth, contact details (including phone number and email address), as well as other personal data provided by the Participant or collected by the Company during interaction with the Participant.

5.2. Consent to the processing of personal data is given by the Participant for the purposes of concluding and performing the Agreement, i.e., participating in the Coffeemia Loyalty Program (including, among other things, conducting surveys and research via electronic, telephone, and mobile communications, providing the Participant with information about the Company's goods and services available to Participants of the Coffeemia Loyalty Program, or for the purchase of which Points may be accrued to the Participant).

5.3. The Participant's personal data is processed by the Company in the scope necessary to achieve the above purpose, using the following methods: collection, recording (including on electronic media), systematization, accumulation, storage, compiling lists, labeling, updating (renewal, modification), extraction, use, transfer (provision, access), blocking, deletion,

destruction, cross-border transfer of personal data as part of performing this Agreement. Processing is carried out both with and without the use of automated tools.

5.4. The Participant confirms that the consent he/she has given for the processing of personal data is valid throughout the entire term of the Agreement and for three years after its termination for any reason.

5.5. The Participant has the right to withdraw his/her consent to the processing of personal data at any time by sending a corresponding written notice to the Company.

At the same time, the Participant acknowledges and understands that the accrual and redemption of Points, as well as the receipt of other benefits, will become impossible from the moment the Company loses the ability to process the Participant's personal data.

5.6. The Participant acknowledges and confirms that, for the purposes stated above or in order to comply with other legal requirements, the Company may provide access to or transfer the Participant's personal data to Partner-Organizers, authorized government bodies, and other persons involved in the provision of services (performance of works), including in the event that the Company transfers all or part of its functions and powers to another person (including for the purpose of considering the possibility of such transfer). The Company publishes the current list of possible recipients of personal data on the Website.

In cases required by law, such actions will be carried out subject to obtaining additional consent from the Participant.

5.7. The Company does not intentionally collect personal information from children (incapable or underage persons), and if it is discovered that the Company has collected or received personal information from such persons, the Company will delete this information in accordance with its privacy policy.

6. WARRANTIES AND LIABILITY

6.1. The Company provides the Participant with the opportunity to participate in the Coffeemia Loyalty Program and any information contained on the Website "as is," without any warranties.

This means, among other things, that the Company:

- is not responsible for the speed and uninterrupted operation of the Website, its compatibility with the Guest's/Participant's Devices, software, or operating systems;
- is not responsible for the absence of errors and/or viruses in the operation of the Website, interruptions of communication channels, failure of server infrastructure at the level of backbone communication lines, data exchange centers, data centers, as well as regional and local communication lines, non-performance or improper performance of obligations due to failures in telecommunications and/or power networks, as well as the unfair actions of third parties aimed at unauthorized access and/or disabling;
- is not responsible for the proper functioning of Devices;
- is not responsible for the Coffeemia Loyalty Program failing to meet the Participant's expectations.

6.2. The Company is not liable for violation of the Agreement if such violation is caused by force majeure circumstances, including, among others: actions and decisions of government and/or local authorities, fire, flood, earthquake, other natural disasters, power outages and/or failures of computer networks, strikes, civil unrest, riots, epidemics, states of emergency, or any other circumstances that may affect the Company's ability to fulfill its obligations under this Agreement.

6.3. The Company and Partner-Organizers are not liable for non-performance or improper performance of their obligations if caused by actions/inaction of the Participant or circumstances beyond the Participant's control, including as a result of erroneous actions/inaction by the Participant.

6.4. The Company guarantees the lawful and good-faith processing of Participants' personal data in accordance with the purposes provided in this Agreement and the legislation of the United Arab Emirates.

6.5. The Company guarantees timely updates of the Participant's data in the event the Participant provides updated information.

6.6. The Company is liable only for direct actual damage caused by the Company's fault in failing to fulfill its obligations. Unless otherwise required by applicable law, the maximum total liability of the Company for non-performance of its obligations under the Agreement is 400 (Four Hundred) dirhams.

6.7. The Company is not responsible for the use of the Website from the Participant's Device by third parties; therefore, all actions performed from the Participant's Device are considered actions of the Participant.

6.8. The Company may, independently or with the involvement of third parties, verify the Participant's compliance with the rules, take actions aimed at preventing unlawful actions by the Participant or third parties (such as unauthorized use of the Participant's Points by others), and verify the correctness of Point accrual and redemption throughout the entire duration of the Participant's involvement in the Loyalty Program and for three years after its termination.

The Company may involve third parties in exercising its rights and performing its obligations under the Agreement.

7. TERM OF THE AGREEMENT

7.1. The Company reserves the right to amend the terms of this Agreement at any time. Amendments may be made by modifying the existing version of the Agreement or by issuing a new version. All amendments become binding upon the Company and the Participant (enter into force) from the date the updated or new version is published on the Website.

7.2. If the Participant does not withdraw from this Agreement (does not submit a termination request/notice), the Participant is deemed to have read, understood, and agreed to comply with the Agreement in its updated version or with the amendments made thereto, and unconditionally accepts the new version or amendments from the date they enter into force.

7.3. The Company has the right to unilaterally and extrajudicially terminate this Agreement in the event of any breach by the Participant of their obligations, statements, or warranties provided for in the Agreement. In such a case, the Agreement is deemed terminated at the moment the Company sends the Participant a notification via the Website, SMS message, and/or email.

8. DISPUTE RESOLUTION AND JURISDICTION

8.1. All disputes and disagreements arising out of or in connection with this Agreement shall be resolved through negotiations.

8.2. If the Company and the Participant fail to reach a resolution through negotiations within ten (10) days, the dispute shall be referred to the courts in accordance with the applicable laws of the United Arab Emirates.

Dear Participant, if you do not agree with the terms of these Rules, please immediately discontinue your participation in the Coffeemanía Loyalty Program.