

## **MAXIMA Eesti OÜ CAMPAIGN "Maxima THANK YOU card offer to the customers of mTasku"**

### **1. CAMPAIGN ORGANIZER**

MAXIMA Eesti OÜ, company registration number 10765896, legal address: Aiandi 13/2, 12918, Tallinn, Estonia (hereinafter referred to as "Maxima").

### **2. CAMPAIGNER**

MAXIMA Eesti OÜ, company registration number 10765896, legal address: Aiandi 13/2, 12918, Tallinn, Estonia.

### **3. CAMPAIGN VENUE**

Maxima's campaign "Maxima THANK YOU card offer to the customers of mTasku" (hereinafter referred to as the "Campaign") is conducted only among customers who have created THANK YOU card for the first in the mTasku application.

### **4. CAMPAIGN PERIOD**

The discount coupons are issued during the Campaign period between 10 March 2023 and 9 April 2023; the discount coupons can be used until 9 May 2023 (incl.).

### **5. DEFINITIONS**

**5.1 THANK YOU card - Maxima's loyalty card issued as part of the loyalty program to participants of the program or a virtual card created in the application.**

5.2 mTasku is an application (more information available here <https://www.mtasku.ee/>) where customers can store their payment cards, loyalty cards and gift cards in digital form, including Maxima's THANK YOU card.

5.3 Maxima app – an application intended for use on a smart mobile phone or other smart device. The app is used to learn about Maxima's campaigns, discounts or other offers at points of sale, to check and receive campaigns, discounts or other offers of the THANK YOU loyalty program, and to scan purchases and/or to pay for them at points of sale, etc.

### **6. TERMS OF PARTICIPATION**

6.1 The Campaign is only valid for private customers who have created a Thank You card for the first time in the mTasku application between 10 March 2023 and 9 April 2023 (hereinafter referred to as "Customers").

6.2 Customers who register their THANK YOU card in mTasku during the Campaign period will receive a one-time digital -30% discount coupon for fruit and vegetables (hereinafter referred to as the "Coupon"), which is automatically applied to the purchase of fruit and vegetables made by a Customer in a Maxima store if their shopping cart contains regular price products participating in the Campaign. The digital Coupon cannot be used in the Barbora e-store.

6.3 If the Customer uses the Maxima app, the Campaign Coupon will be displayed on the app, and by making a purchase using the Scan and Walk function of the Maxima app, the Coupon will be applied in accordance with these rules.

6.4 The Coupon is valid for 30 calendar days from issue, but not longer than until 9 May 2023.

- 6.5 The discount shown on the Coupon does not apply to fruits and vegetables already in a campaign, including products that participate in the "Ringing Prices" campaign. The discount shown on the Coupon does not apply to discounted products.
- 6.6 The discount is calculated at checkout and can be seen on the receipt.
- 6.7 The Campaign discount does not apply to NO BANANAS berries and other products.
- 6.8 A payment card in mTasku cannot be used as a means of payment in Maxima's stores.
- 6.9 Maxima has the right to terminate the Campaign unilaterally at any time if a fundamental violation and/or abuse of the Campaign rules has been established, or if circumstances related to force majeure have occurred. Maxima will publish the relevant information about the termination of the Campaign on the Maxima app and website.
- 6.10 The Customer's loyalty card may be closed and the Customer may be denied participation in the Campaign if Maxima determines that the Customer has cheated, attempted to achieve a goal in an unfair manner or failed to comply with the Campaign rules.

## **7. COMPLAINTS AND THEIR REVIEW**

- 7.1 All claims related to the organization and/or conduct of the Campaign must be sent in writing to the location of the Campaign organizer MAXIMA Eesti OÜ, Aiandi 13/2, Tallinn, or to [klienditugi@maxima.ee](mailto:klienditugi@maxima.ee) with the keyword "mtasku".
- 7.2 Complaints will be reviewed and Customers will be answered within 14 days after receiving a written complaint.
- 7.3 In case of different interpretations of the rules of the Campaign, the Estonian text is used.