VIP Offer Terms and Conditions

“Black Friday VIP 2026”

additional 30% off with an individual VIP code on orders from €35 / £30 for VIP List members in the NAOKO online store

§ 1. General Provisions

1. The organiser of the VIP Offer under the “Black Friday VIP 2026” campaign (the “VIP Offer”), which consists in granting Participants an additional 30% discount with an individual VIP code on orders from €35 / £30, is CONCEPT 101 spółka z ograniczoną odpowiedzialnością (limited liability company), with its registered office in Łódź, ul. Romanowska 55B/32B, 91-174 Łódź, Poland. The company is entered in the Register of Entrepreneurs of the National Court Register (KRS) kept by the District Court for Łódź-Śródmieście in Łódź, 20th Commercial Division of the National Court Register, under KRS number 0000780307, with NIP (tax ID) 7252288381, REGON 383149834 and share capital of PLN 10,000.00 (the “Organiser”). It operates the online store at naoko-store.com (the “Store”).
2. These terms and conditions (the “Terms”) are the VIP Offer Terms and Conditions referred to in § 2(2) and § 4(2)–(3) of the Terms and Conditions of the Campaign “Black Friday VIP 2026 — VIP List” (the “Campaign Terms”). They set out the discount amount, the range of Products, the minimum order value, how to redeem the VIP Offer, the rules for combining it with other promotions and the rules for receiving the Gift.
3. The VIP Offer is not a game of chance, raffle, mutual bet, promotional lottery or any other form of game of chance within the meaning of the Polish Act of 19 November 2009 on Gambling Games.
4. These Terms apply to Orders placed in the naoko-store.com online Store. The rules of the VIP Offer in the naoko-store.pl store are set out in separate terms published in that store.
5. The VIP Offer runs from 12 November 2026, 12:00 noon, to 16 November 2026, 11:59 p.m. (Central European Time) (the “VIP Offer Period”).
6. The VIP Code is active in the Store only during the VIP Offer Period. What counts is the moment the Order is placed (clicking the button confirming the purchase), not the moment a Product is added to the cart or the code is entered. Orders placed before the start or after the end of the VIP Offer Period are not eligible for the discount.
7. The Organiser may extend the VIP Offer Period for important reasons, in particular technical, legal or organisational ones. Such a change does not affect rights acquired by Participants before it takes effect. Information about the change will be published on the Store website.

§ 2. Definitions

1. Store — the online store operating at naoko-store.com, run by the Organiser.
2. Customer — a natural person, legal person or organisational unit without legal personality to which the law grants legal capacity, making a purchase in the Store.
3. Consumer — a Customer who is a natural person performing a legal transaction with the Organiser that is not directly related to their business or professional activity, as well as a natural person concluding a contract directly related to their business activity where the content of that contract

shows that it is not of a professional nature for them (Article 7aa of the Polish Act of 30 May 2014 on Consumer Rights).

4. Participant — a person who, in accordance with the Campaign Terms, joined the VIP List during the sign-up period (from 26 October 2026 to 11 November 2026, 11:59 p.m.) and did not unsubscribe from the NAOKO newsletter before the VIP Offer began.
5. Product — an item available in the Store's range during the VIP Offer Period.
6. VIP Offer Products — all Products available in the Store's range at the time the Order is placed, including Products subject to a price reduction, except the Products listed in § 7.
7. VIP Code — the multi-use discount code sent to Participants by e-mail, assigned to Participants' e-mail addresses, entitling the holder to a discount on the terms set out in § 3 and § 4.
8. Gift — the gift with the order referred to in § 4(3) of the Campaign Terms, granted on the terms set out in § 5.
9. Order — a Customer's declaration of intent submitted via the Store, aimed directly at concluding a contract for the sale of a Product with the Organiser.

§ 3. How to Redeem the VIP Offer

1. To use the VIP Offer, a Participant must meet all of the following conditions:
   a. add VIP Offer Products with a total value of at least €35.00 gross (for Orders in euro) or at least £30.00 gross (for Orders in pounds sterling) to the cart, calculated before the VIP Code discount;
   b. provide in the Order the e-mail address used to join the VIP List (logging in to a Store account is not required);
   c. enter the VIP Code in the "Discount code" field before placing the Order;
   d. place the Order during the VIP Offer Period.
2. The VIP Code works only for Participants' e-mail addresses. Entering the VIP Code in an Order with a different e-mail address will not trigger the discount.
3. The VIP Code is multi-use. There is no limit on the number of Orders in which a Participant may use it during the VIP Offer Period.
4. Only one discount code may be used per Order.

§ 4. Discount Amount and Calculation

1. Under the VIP Offer, a Participant is entitled to an additional 30% discount on VIP Offer Products after entering the VIP Code and meeting the conditions set out in § 3(1).
2. The discount is calculated from the gross selling price of the Product shown on its product page at the time the Product was added to the cart (for Products subject to a price reduction, the reduced price), before the VIP Code is applied.
3. Only the value of VIP Offer Products counts towards the €35.00 / £30.00 threshold referred to in § 3(1)(a). The value of Products excluded under § 7 does not count towards the threshold, and such Products are not discounted.
4. The discount reduces the Order value. The free delivery threshold is determined based on the Order value after the discount. This means that using the VIP Offer may bring the Order value

below the free delivery threshold, in which case the Customer will pay for delivery according to the price list available in the Store.

5. If some of the Products from an Order to which the discount was applied are returned, the discount is recalculated in proportion to the value of the Products kept by the Customer. The Organiser will not ask the Customer for an additional payment or withdraw the discount granted, even if, after the return, the value of the VIP Offer Products kept falls below €35.00 / £30.00.
6. The value of the discount cannot be paid out in cash or exchanged for a cash equivalent or any other benefit.

§ 5. Gift

1. A Participant who places an Order under the VIP Offer during the VIP Offer Period receives a Gift depending on the Order value:
   a. Order value from €115.00 to €159.99 (for Orders in euro) or from £95.00 to £134.99 (for Orders in pounds sterling) — a **Little Constellation** necklace;
   b. Order value from €160.00 (for Orders in euro) or from £135.00 (for Orders in pounds sterling) — **WELL HELLO THERE** perfume.
2. The Order value referred to in section 1 is the total gross price of the Products in the Order after all price reductions and discounts, including the VIP Code discount, excluding delivery costs and additional services.
3. One Gift is available per Order. An Order value from €160.00 / £135.00 entitles the Participant only to **WELL HELLO THERE** perfume.
4. The Gift is added to the Order at no extra charge, while stocks last, and is shipped together with the Products in the Order.
5. The Gift cannot be exchanged for cash, other Products or another variant.
6. If some of the Products from the Order are returned, the Customer keeps the Gift. If the Customer withdraws from the contract for all Products in the Order, the Customer also returns the Gift.

§ 6. Price Information

1. The VIP Offer consists in a discount on the selling price of the Product in the cart after the VIP Code is entered. Prices of Products shown on product pages in the Store are not reduced as a result of the VIP Offer.
2. If, during the VIP Offer Period, the Organiser announces a reduction in the price of a Product, it shows, next to the reduced price, the lowest price of that Product in the 30 days before the reduction was introduced or, if the Product has been on sale for less than 30 days, the lowest price since it went on sale, in accordance with Article 4(2) and (3) of the Polish Act of 9 May 2014 on Informing about Prices of Goods and Services.

§ 7. Products Excluded from the VIP Offer

1. The VIP Offer does not cover:
   a. gift cards (shopping vouchers) available in the Store;
   b. delivery costs and additional services, including gift wrapping.

§ 8. Combining the VIP Offer with Other Offers

1. The discount under the VIP Offer is additional to the price reductions of Products shown on product pages in the Store and can be combined with them.
2. The VIP Offer cannot be combined with other discount codes, in particular codes **BLACK20** and **BLACK25**. Only one discount code may be used per Order; the Participant chooses which code to use.

§ 9. Returns and Complaints about Products Purchased under the VIP Offer

1. Products purchased under the VIP Offer are subject to returns and complaints on the general terms set out in the Store Terms and Conditions and in accordance with the Polish Act of 30 May 2014 on Consumer Rights and the Polish Civil Code. Complaints about the Gift are handled on the same terms.
2. If the Customer withdraws from the contract and returns all Products in the Order, the Customer is refunded the amount actually paid, i.e. the price after the discount.
3. In the case of a partial return of an Order, the refund amount is determined in accordance with § 4(5).
4. In the event of withdrawal from the contract, the Organiser also refunds the cost of delivering the Product up to the amount corresponding to the cheapest standard delivery method offered by the Organiser, in accordance with Article 33 of the Consumer Rights Act.
5. The rights set out in this section are granted to Consumers. Other Customers are subject to the provisions of the Civil Code and the Store Terms and Conditions.

§ 10. Complaints about the VIP Offer

1. Complaints relating to the VIP Offer may be submitted in writing to the Organiser's address: CONCEPT 101 sp. z o.o., ul. Romanowska 55B/32B, 91-174 Łódź, Poland, or by e-mail to hello@naoko-store.pl, during the VIP Offer Period or within 14 days of its end.
2. A complaint should contain the Participant's details allowing a response to be given (first name, surname, postal address or e-mail address) and a description of the circumstances giving rise to the complaint.
3. The Organiser will consider the complaint within 14 days of receiving it and will inform the Participant of the outcome in the same way the complaint was submitted.
4. Use of the complaints procedure is voluntary and does not exclude the Participant's right to pursue claims on general terms, including in court proceedings and before bodies authorised to resolve consumer disputes out of court.

§ 11. Personal Data

1. The controller of the personal data of Participants processed in connection with the VIP Offer is the Organiser identified in § 1(1).
2. Participants' personal data is processed to conduct and settle the VIP Offer, including checking whether the e-mail address given in the Order is on the VIP List, on the basis of Article 6(1)(b) of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR), and to handle complaints and to establish, pursue or defend claims, on the basis of Article 6(1)(f) GDPR.

3. Detailed information on the processing of personal data, including the retention period, the categories of recipients and Participants' rights (the right of access, rectification, erasure, restriction of processing and data portability, the right to object and the right to lodge a complaint with the President of the Personal Data Protection Office), is contained in the Privacy Policy available on the Store website.

§ 12. Final Provisions

1. These Terms are available free of charge on the Store website from the date of their publication, throughout the VIP Offer Period and for at least 14 days after its end, as well as at the Organiser's registered office, in a format that allows them to be obtained, reproduced and recorded (downloadable PDF file). In accordance with § 4(2) of the Campaign Terms, these Terms are sent to Participants by e-mail before the VIP Offer begins.
2. Matters not covered by these Terms are governed by the Campaign Terms, the Store Terms and Conditions and generally applicable Polish law, including the Civil Code and the Consumer Rights Act.
3. The Organiser may amend these Terms during the VIP Offer Period for important reasons, in particular technical, legal or organisational ones. An amendment may not infringe rights acquired by Participants before it takes effect. Information about the amendment, together with the consolidated text of the Terms, is published on the Store website.
4. These Terms take effect on the date of their publication. The rules of the VIP Offer apply to Orders placed during the VIP Offer Period specified in § 1(5).