



Ana Hotels Loyalty Club Program Rules

Art. 1 - Organizer

The Organizer is the company **S.C. ANA HOTELS S.A.** with the headquarter in Bucharest, 1C Poligrafiei Blvd., 1st floor, office 9, 1st District, Trade Register no. J40/7935/1993, tax code RO5479061, registered with the National Authority for the Supervision of Personal Data Processing (ANSPDCP), under no. 10375, according to the Law no. 677/2001, for people's protection regarding the processing of personal data and the free circulation of such data, as amended and supplemented by the Law no. 506/2004, on the processing of personal data and private life protection in the electronic communications field.

Art. 2 - Participants

The program can be joined by any natural person aged at least 18, purchasing services at Sport, Poiana, and Bradul Hotels in Poiana Brasov Resort, and Europa Hotel in Eforie Nord Resort, hereinafter referred to as the Hotels, in a minimum amount of RON 300, along with a minimum 2-nights stay in the Hotels, subject to the acceptance and observance of the terms herein and to the signing of the Ana Hotels Loyalty Card, generated by the "Ana Loyalty" software at the Hotels' reception desks. Ana Holding S.A. employees are not allowed to join this program.

Art. 3 – Participating hotels and services

The card obtained according to Art. 2 can be used only within the Hotels. This loyalty program includes all traded services and goods: Accommodation services, Public nutrition goods and services, SPA goods and services.

Art. 4 – Period

The loyalty program is valid over an unlimited period of time.

Art. 5 – Validity terms

In order to benefit from the Ana Hotels loyalty card, the customer should simultaneously fulfill the following conditions:

The participant should fulfill the conditions under Art. 2

The minimum value of the first transaction should be of at least RON 300, corroborated with a minimum 2-nights stay in one of the Hotels.



The customer or guest has to sign the Ana Hotels Loyalty Card form generated by the loyalty software, including the following data: Card code (automatically generated by the system), surname and name, Personal ID code, postal address, e-mail, and telephone number. The missing of this information will lead to the cancellation of the card, the bearer being regarded as unidentified.

The card is valid over an unlimited period of time.
Bonuses accrued and not used within 365 calendar days from the accrual thereof will be cancelled.

Art. 6 – Loyalty bonuses award terms

Cards are instantly granted at the Hotels’ reception desks if the invoice value is of at least RON 300, corroborated with a minimum 2 (two)-nights stay, and the customer signs the Ana Hotels Loyalty Card, generated by the loyalty software at the Hotels’ reception desks.

Upon each purchase of goods and services, the related bonus will be transferred in the loyalty card account, as benefit, calculated as a percentage (%) of the purchase value, depending on the qualification level, provided that the card is submitted during check-out.

Qualification levels (Grid 1):

Level	Qualification requirements
Silver member	2 up to 24 accommodation nights over a period of 12 consecutive months, in any of the Hotels
Gold member	25 up to 49 accommodation nights over a period of 12 consecutive months, in any of the Hotels
Platinum member	More than 50 accommodation nights over a period of 12 consecutive months, in any of the Hotels

Benefits (Grid 2):

Benefits	Silver	Gold	Platinum
Free access to the pool and fitness area		✓	✓
Free Internet connection in the room		✓	✓
Guaranteed availability minimum 48h hours prior to arrival			✓
Early check in (11:00 AM)		✓	✓
Late check-out until 4:00 PM (upon request)		✓	✓

Secured online access account management	✓	✓	✓
Check-in priority		✓	✓
Reservation priority		✓	✓
Credit (bonus) use for services (must include accommodation)	✓	✓	✓
Free upgrade to apartment (as available)			✓
Free upgrade to the next room type		✓	
Bonus validity since the last accommodation – 24 months			✓
Bonus validity since the last accommodation – 12 months	✓	✓	
Bonus value (% of the final invoice only for payments made directly at the hotel by the customer / guest, in cash, through payment order or credit card)	3%	5%	8%

For instance, for purchase values of RON 1,000, the value of the accrued bonus that can be used upon the **next** purchase is of RON 50 (RON 1,000 * 5% = RON 50, for Silver members).

Bonuses or credits thus obtained can be spent to partially or fully pay for a different product or service **subsequently purchased** from the Hotels, within 365 calendar days from the accrual thereof, except for Platinum members for whom the term is of 730 days.

3%, 5% or 8% of the purchase value is reimbursed to the Customer under the form of a bonus, depending on the qualification level (Silver, Gold or Platinum), in the case of direct services counter value payments at the hotel by the Client, in cash, through payment order or credit card.

The bonus value is given by the grid applicable for the respective card, as follows:

- **For Silver members**, the granted bonus is of 3% of the purchase value, only for payments made directly at the hotel by the customer / guest, in cash, through payment order or credit card;
- **For Gold members**, the granted bonus is of 5% of the purchase value, only for payments made directly at the hotel by the customer / guest, in cash, through payment order or credit card;
- **For Platinum members**, the granted bonus is of 8% of the purchase value, only for payments made directly at the hotel by the customer / guest, in cash, through payment order or credit card;



The upgrade to a higher bonus level is done based on the accrual of accommodation nights, according to grid 1.

Depending on the card bearer's option, the amounts accrued from purchase-related bonuses can be used **starting the following purchase** or **can accrue in the account**.

If the customer fully pays for a product using the card bonus, he/she will not be granted any bonuses for the respective purchase. If the payment for a certain product is partially made using subsequently accrued bonuses, the customer will only receive bonuses for the amount paid in cash or by credit card. In case of payments through bank wire, the bonus will be granted pursuant to the full cash-in of the balance for purchased services.

In order to accrue or spend bonuses, customers will submit the Ana Hotels Loyalty Cards at the reception desks.

Art. 7 – “Ana Hotels Loyalty Club” Card Regulation

Each card in the “Ana Hotels Loyalty Club” program is unique and nominal.

The customer has to sign the Ana Hotels Loyalty Card form generated by the loyalty software at the Hotels' reception desks. If, pursuant to verification, the information is incomplete or erroneous, Ana Hotels is entitled to block the card.

Ana Hotels S.A. cannot be held liable if the card is used by other persons than the ones registered on the Ana Hotels Loyalty Card.

Card bearers are bound to communicate card disappearance or theft to the Ana Hotels Marketing Department, at loyalty@anahotels.ro or at the Hotels' reception desks.

Ana Hotels S.A. cannot be held liable for bonuses spent from the ones accrued on the card during the term up to the announcement of the card's disappearance or theft.

The card is valid over an unlimited period of time.

The accrued bonus can be spent within 365 calendar days from the accrual date thereof, except for Platinum members, for whom the term is of 730 days.

All “Ana Hotels Loyalty Club” members shall be granted the advantages and benefits under Grid 2.

The improper or fraudulent use of the Ana Hotels Loyalty Card by the owner determines withdrawal and exclusion from the loyalty program.



The card has no commercial value and it is not issued against a price. The counter value of bonuses accrued in the card account cannot be granted in cash. The amounts associated to the bonuses granted to two or several card owners cannot be cumulated.

This card is not a payment or credit card and cannot be used as payment means. Ana Hotels S.A. is the issuer and owner of this card, the latter reserving the right to decide upon the interruption of the loyalty program or the card's cancellation at all times. This Card can be used according to the Ana Hotels Loyalty Club program rules, available at www.anahotels.ro. The card holder is asked to immediately inform the issuer in case of loss, theft or destruction. For additional information, please contact us at loyalty@ana.ro. The card should be protected against damages.

“Ana Hotels Loyalty Club” program is not a lottery, each card bearer being granted the bonus corresponding to purchases made and to the applicable bonuses and benefits grids (Grid 1 and 2), according to the specifications.

Art. 8 – Other Clauses

Ana Hotels S.A. reserves the right to amend these Rules throughout the term of the “Ana Hotels Loyalty Club”, without prior notification. The amended version will be communicated to customers at www.anahotels.ro.

For any additional information or details, please contact the Marketing Department, at loyalty@anahotels.ro or go to the Hotels' reception desks.

The Rules are available for the customers and guests, free of charge, at all Hotels' reception desks, as well as at www.anahotels.ro.