

PATHE STAR PROGRAMME GENERAL CONDITIONS

1. Preamble

The PATHE STAR loyalty programme of Pathé Cinemas in Belgium allows its members to:

- accumulate points, according to the scale entitling them to gifts
- receive a newsletter on the latest news about Cinémas Pathé and partner cinemas in Belgium
- and avail of exclusive offers reserved for members of the loyalty programme.

2. How to join the PATHE STAR programme

2.1. Application to the PATHE STAR Programme

PATHE STAR membership is open to all individuals over the age of 16, with the exception of employees of Pathé Belgique cinemas and their families. Anyone who wants to join the Programme must apply exclusively on the website www.pathe.be or on the Pathé Belgique app in the "My account" section.

The presentation of his PATHE STAR card will allow him/her to accumulate loyalty points when buying tickets, as well as when making purchases in the confectionery area.

2.2 PATHE STAR account

2.2.1 Registration is done through the "My Account" section on www.pathe.be or on the Pathé Belgique app using the user's e-mail address. The e-mail address thus becomes his unique identifier.

2.2.2. When the Loyalty Account is created, the Member will be asked to state at least 1 reference Cinema for which he/she can, if he/she so wishes, be informed each week in the newsletter as regards the programmes and timings.

2.2.3 Loyalty points will be accumulated from the registration in the "My Account" section

2.2.4. Loyalty points

For members, each purchase can lead to the attribution of the corresponding points on their Loyalty Account

The member is responsible for the accuracy of the information provided at the time of registration and will be solely responsible if this information is incorrect, incomplete or outdated.

3. Terms and conditions of use of the Card

3.1. The member will be able to accumulate points according to a "scale". This scale is freely established by Pathé Belgique, which reserves the right to modify it at any time, mainly to establish variable point packages during specific promotional operations.

In order to earn points, members must either present the QR code of their card at the counter or automatic terminals in Pathé Cinemas or log on to pathe.be or the Pathé Belgique app using their e-mail address and password selected in the "My account" section, while making any purchase and/or placing an order.

The points thus credited to the Card are valid for 12 months (e.g.: 1 point credited on 5 December 2021 is valid until 4 December 2022, including the latter day). If you buy several cinema tickets at the same time, all the points will be credited to the same card.

3.2 The member will earn points, regardless of the applicable rate and the method of payment authorised by Pathé Cinemas:

for any purchase and/or order of a ticket made at the counters and/or automatic terminals present in the Pathé Cinemas as well as an e-ticket made on pathe.be or the Pathé Belgique app.

However, the purchase of "pre-paid" tickets such as cinema vouchers or gift cards does not give the right to loyalty points. These will only be credited, if necessary, to the account of the person who uses the "pre-paid" ticket to reserve a seat.

3.3. The accumulation of points by the member only entitles him/her to fixed and/or occasional advantages associated to promotional operations.

The member can use his/her points to obtain a free ticket after 600 points. Once a threshold of 300 points is reached, they can use them as a means of payment according to the fixed scale.

The remaining points can be seen during each transaction and when the member is connected to his/her account on www.pathe.be or the Pathé Belgique app. Ticket benefits only apply once the shows are over so that no points are credited in case of cancellation. Once the 600-point threshold is reached, the system offers to exchange the points for a ticket according to the scale within 24hrs.

The cinema ticket offered as part of the loyalty programme gives access to standard and 3D screenings at no extra cost. The seats for 4DX, IMAX/IMAX 3D cannot be paid for using loyalty points. The free seat cannot be used for Special Screenings.

A Special Screening is a reserved screening, preview, private and non-commercial screening or one offering complementary content such as the broadcasting or rebroadcasting of sports events, cultural events, concerts, operas, ballets, musicals, etc.

The scale can be modified at any time and will be published on the website.

For any complaint regarding the accumulation of points, the member may contact the cinema's customer service department via the "Contact us" section. No points may be awarded retroactively in the event of failure to present the Card at the counter or failure to identify oneself on the pathe.be website or the Pathé Belgique app, during a purchase made and/or an order placed by the member. The points obtained have no market or asset value and are therefore non-transferable. Any sale or exchange of points is therefore prohibited. Any point exchanged, transferred, assigned or sold will be cancelled without prejudice to the provisions of Article 4 below.

3.4. Receiving the newsletter and promotional offers from Pathé Cinemas

By subscribing to PATHE STAR, the member agrees to receive a weekly newsletter by e-mail, including information about the films being shown, the cinema programmes of the reference cinemas, upcoming films, the number of points accumulated on the card and promotional offers reserved for PATHE STAR members. By subscribing to PATHE STAR, you agree to receive occasional and non-periodical promotional offers valid only in Pathé Cinemas and partners.

4. Duration / Termination

Membership to the PATHE STAR programme is for an indefinite period of time. The member can, at any time, ask to unsubscribe from the Programme by contacting the customer service department via the account on www.pathe.be.

Any breach by the member of these general conditions, any abuse or fraudulent use of the PATHE STAR Account by the member or by any third-party acting on his/her behalf or any behaviour of the member causing disturbance in the room, will automatically lead to the termination of the programme membership, as well as the deactivation of his/her card.

5. Modification of the Member's registered data

In case of change of email address or any other information concerning the member and appearing on his/her Loyalty Account, the latter must ensure to update the same by contacting the customer service department via the "Contact us" section on www.pathe.be.

6. Data processing and liberties

The information collected during your registration to the programme and subsequently is processed automatically. In this respect, the member is informed that he/she has a right of access, rectification and objection that he/she can exercise by sending a written request.

7. Modification, suspension, termination of the Programme

The Programme may be modified, suspended or terminated, in whole or in part, at any time. Members will be informed by e-mail (provided that the e-mail address provided by the member is still valid) as well as through a display in all cinemas in the case of a termination of the Programme.

No modification, suspension or termination of the Programme shall entitle the Member to compensation.

If, on the day when the Programme is terminated, the member's accumulated points entitle him/her to an offered seat whose validity date comes after the termination of the Programme, he/she may use his/her seat(s) during the validity period of the seat in accordance with the aforementioned terms and conditions.

If the card member does not redeem the points within the validity period of the tickets, the points will be permanently lost.

9. Changes or modification of the General Conditions of Membership

These General Conditions of Membership are subject to change at any time without prior notice. You can read them on www.pathe.be.

10. Acceptance of the General Conditions of Membership

The membership of the member to PATHE STAR entails unconditional acceptance of these General Conditions of Membership.

APPENDIX: LOYALTY POINTS TABLE

Points earned by type of purchase :

- 1 standard or Real D 3D or Dolby ATMOS cinema ticket = 35 pts.
- 1 IMAX or 4DX or show (opera, ballet, theatre, concert) cinema ticket = 65 pts.
- €1 spent in the shop (except vending machine) = 4 pts.

Benefits :

- 1 125cl popcorn = 300 pts.
- 1 500cl popcorn = 500 pts.
- 1 standard⁽¹⁾ cinema ticket = 600 pts.
- 1 standard⁽¹⁾ cinema ticket = offered for the Member's birthday, valid for 7 days only from the date of birth upon presentation of an ID, and subject to at least one cinema ticket purchase linked to the Pathé Star account within the past 365 days.

(1) Excluding surcharges : Long film, 3D, IMAX, 4DX, DOLBY ATMOS, etc.