



REGULATION OF THE “BLACK FRIDAY 2025” INITIATIVE”

ART. 1 - ORGANIZING COMPANY

Nove25 s.r.l., via Raffaello Sanzio 19 (20149) Milano (VAT no. 04217070962) (**Nove25**).

ART. 2 - DURATION

The initiative organized by Nove25 and governed by this regulation (Initiative) is divided into phases and lasts from November 27, 2025 to December 1, 2025.

ART. 3 – PARTICIPATION CONDITIONS

November 27, 2025 – BLACK FRIDAY PREVIEW X CLUB NOVE25

Participation in the Initiative requires registration to the “Club Nove25”, which must be completed on the website www.nove25.net (Site). Registration to the “Club Nove25” generates a unique digital membership card number associated with the registration. If the customer wishes to participate in the Initiative in a physical store, they must show the membership card number associated with their “Club Nove25” registration.

Purchases on the Site

The registered customer who, with reference to a single order, purchases products subject to the Initiative on the Site will be entitled to an immediate 20% discount.

Products excluded from the Initiative and not subject to discount are:

- new release products – see “Annex 2”;
- Co-Labs;
- Fine Jewelry products;
- products from the “Tarocchi” collection;
- Custom Free products;
- MyNove25 Customizations;
- Gift Cards;
- products on promotion;
- products on special offer (“Archive Sale” or “Special price” or “Outlet”);
- products in the “non-jewelry” categories.



Purchases in physical stores

Customers wishing to take part in the Initiative may visit one of the Nove25 stores participating in the Initiative and show the "Club Nove25" card at checkout. Participating physical stores are:

- Nove25 Milano Ravizza
- Nove25 Milano Corso Buenos Aires
- Nove25 Roma Gracchi
- Nove25 Roma Appia
- Nove25 Monza
- Nove25 Como
- Nove25 Varese
- Nove25 Bergamo
- Nove25 Brescia
- Nove25 Bologna
- Nove25 Torino XX Settembre
- Nove25 Torino Le Gru
- Nove25 Fidenza
- Nove25 Palmanova
- Nove25 Lugano

Customers who, by accessing a participating physical store, purchase one or more products subject to the Initiative will be entitled, provided they show their personal digital "Club Nove25" membership card, to an immediate 20% discount.

Products excluded from the Initiative and not subject to discount are:

- new release products – see "Annex 2";
- Co-Labs;
- Fine Jewelry products;
- products from the "Tarocchi" collection;
- Custom Free products;
- MyNove25 Customizations;
- Gift Cards;
- products on promotion;
- products on special offer ("Archive Sale" or "Special price" or "Outlet");
- products in the "non-jewelry" categories.

From November 28 to December 1, 2025 inclusive – BLACK FRIDAY

Purchases on the Site

The customer who, with reference to a single order, purchases products subject to the Initiative on the Site will be entitled to an immediate 20% discount. Products excluded from the Initiative and not subject to discount are:

- new release products – see "Annex 2";
- Co-Labs;
- Fine Jewelry products;
- products from the "Tarocchi" collection;
- Custom Free products;
- MyNove25 Customizations;
- Gift Cards;
- products on promotion;
- products on special offer ("Archive Sale" or "Special price" or "Outlet");
- products in the "non-jewelry" categories.

Purchases in physical stores



Customers wishing to take part in the Initiative may visit one of the Nove25 stores participating in the Initiative:

Nove25 Stores and Corners

- Nove25 Milano Ravizza
- Nove25 Milano Corso Buenos Aires
- Nove25 Roma Gracchi
- Nove25 Roma Appia
- Nove25 Monza
- Nove25 Como
- Nove25 Varese
- Nove25 Bergamo
- Nove25 Brescia
- Nove25 Bologna
- Nove25 Torino XX Settembre
- Nove25 Torino Le Gru
- Nove25 Fidenza
- Nove25 Palmanova
- Nove25 Lugano

Customers who, by accessing a participating physical store, purchase one or more products subject to the Initiative will be entitled to an immediate 20% discount.

Products excluded from the Initiative and not subject to discount are:

- new release products – see “Annex 2”;
- Co-Labs;
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- MyNove25 Customizations;
- Gift Cards;
- products on promotion;
- products on special offer (“Archive Sale” or “Special price” or “Outlet”);
- products in the “non-jewelry” categories.

ART. 4 – AMENDMENTS TO THE REGULATION

Nove25 may amend this Regulation at any time, provided that such amendments do not harm customers’ acquired rights. In such case, amendments will be communicated in the same manner used to inform customers of the original Regulation, or by equivalent means.

ART. 5 - APPLICABLE LAW AND JURISDICTION

This Regulation is governed by Italian law. For any dispute arising from the application and/or execution of the Initiative, the court of the customer’s place of residence or domicile shall have exclusive and mandatory jurisdiction.

ANNEX 2 – NEW PRODUCTS EXCLUDED FROM THE INITIATIVE

<u>N25ANE00594</u>	CHEVALIER OTTAGONO LISCIO TEXTURE PUNTINATA / ARGENTO BRUNITO LUCIDO
<u>N25ANE00595</u>	FEDE GOTICA SENZA PIETRE / ARGENTO BRUNITO LUCIDO
<u>N25ANE00596</u>	FASCIA GOTICA SENZA PIETRE / ARGENTO BRUNITO LUCIDO
<u>N25ANE00597</u>	FEDE MODULI GOTICI SENZA PIETRE / ARGENTO BRUNITO LUCIDO
<u>N25ANE00598</u>	CHEVALIER CON CROCE DI PIETRE / ARGENTO BRUNITO LUCIDO
<u>N25ANE00599</u>	CHEVALIER QUADRATO DECORATO CON PIETRA CENTRALE / ARGENTO BRUNITO LUCIDO
<u>N25ANE00600</u>	FEDONA GOTICA CON PIETRA SINGOLA / ARGENTO BRUNITO LUCIDO
<u>N25BAG00001</u>	BORSA IN PELLE CON SERPENTE IN ARGENTO / ARGENTO BRUNITO LUCIDO
<u>N25BRA00462</u>	BRACCIALE TRECCIA RITORTA GRANDE / ARGENTO BRUNITO LUCIDO
<u>N25BRA00463</u>	BRACCIALE PICCOLO INTRECCIO CODA DI VOLPE TENNIS PICCOLO BIANCO / ARGENTO BRUNITO LUCIDO
<u>N25BRA00464</u>	BRACCIALE GRANDE INTRECCIO CODA DI VOLPE TENNIS GRANDE NERO / ARGENTO BRUNITO LUCIDO
<u>N25BRA00465</u>	BRACCIALE CROCI GOTICHE ZIRCONATE / RODIO LUCIDO
<u>N25BRA00466</u>	BRACCIALE CROCE GOTICA ZIRCONATA / RODIO LUCIDO
<u>N25BRA00467</u>	BRACCIALE MODULI OTTAGONALI GOTICI / ARGENTO BRUNITO LUCIDO
<u>N25BRA00468</u>	BRACCIALE GRUMETTA MODULI GOTICI / ARGENTO BRUNITO LUCIDO
<u>N25BRA00469</u>	BRACCIALE RIGIDO APERTO GOTICO / ARGENTO BRUNITO LUCIDO
<u>N25BRA00471</u>	BRACCIALE TRAVERSINO ROLO 150 VUOTO / ARGENTO BRUNITO LUCIDO
<u>N25BRA00472</u>	BRACCIALE GRUMETTA MODULI GOTICI ALTERNATI / ARGENTO BRUNITO LUCIDO
<u>N25COL00498</u>	COLLANA CROCI GOTICHE ZIRCONATE / RODIO LUCIDO
<u>N25COL00499</u>	COLLANA DOPPIO ROMBO 80 6 LATI / ARGENTO BRUNITO LUCIDO
<u>N25COL00500</u>	COLLANA GRUMETTA MODULI GOTICI / ARGENTO BRUNITO LUCIDO
<u>N25COL00507</u>	COLLANA GRUMETTA MODULI GOTICI ALTERNATI / ARGENTO BRUNITO LUCIDO
<u>N25ORE00679</u>	ORECCHINO CROCE GOTICA ZIRCONATA / RODIO LUCIDO
<u>N25ORE00680</u>	ORECCHINO CERCHIO FILO SPINATO MINI / ARGENTO BRUNITO LUCIDO
<u>N25ORE00681</u>	ORECCHINO CERCHIO GOTICO / ARGENTO BRUNITO LUCIDO
<u>N25ORE00682</u>	ORECCHINO SINGOLO SCATTINO PUNTINATO 8MM / ARGENTO BRUNITO LUCIDO
<u>N25ORE00683</u>	ORECCHINO CERCHIO PUNTINATO CON CROCE PENDENTE / ARGENTO BRUNITO LUCIDO
<u>N25PEN00675</u>	PENDENTE CROCE GOTICA PICCOLA / ARGENTO BRUNITO LUCIDO
<u>N25ORO00001</u>	NOVE25 WATCH
<u>N25PEN00676</u>	PENDENTE CROCE GOTICA GRANDE / ARGENTO BRUNITO LUCIDO
<u>N25PEN00677</u>	PENDENTE CUORE EX VOTO MEDIO / ORO GIALLO LUCIDO
<u>N25PEN00678</u>	PENDENTE CROCE PUNTINATA PICCOLA / ORO GIALLO LUCIDO