

Chatime Societea Rewards Terms of Use - FINAL - Mar 17, 2025

PLEASE READ THESE TERMS OF USE CAREFULLY. BY ACCESSING OR PARTICIPATING IN THE SOCIETEA REWARDS PROGRAM, YOU AGREE TO BE BOUND BY THESE TERMS OF USE AND ALL TERMS INCORPORATED HEREIN BY REFERENCE. IF YOU DO NOT AGREE TO THESE TERMS OF USE, DO NOT ACCESS OR PARTICIPATE IN THE SOCIETEA REWARDS PROGRAM.

THIS PROGRAM IS VALID IN ONTARIO AND BRITISH COLUMBIA ONLY.

You agree that we may provide notices, disclosures and amendments to these Terms of Use, and other information relating to the Societea Rewards program by electronic means, including posting such information and materials online at www.chatime.com/rewards.

Additional Terms

These Terms of Use apply to your access to, and participation in, the Societea Rewards program in Canada ("Societea Rewards"), which is operated by Kevito Limited Inc. or its respective subsidiaries, licensees and affiliated companies (collectively, "Chatime"). These Terms of Use do not alter in any way the terms or conditions of any other agreement you may have with Chatime for other products or services, such as Chatime gift cards.

Changes to Terms

Chatime reserves the right to change or modify these Terms of Use or any policy, FAQ, or guideline pertaining to Societea Rewards, in whole or in part, at any time and in its sole discretion. Any changes or modifications will be effective immediately upon posting the revisions to www.chatime.ca/rewards and you waive any right you may have to receive specific notice of such changes or modifications. Your continued access to or participation in Societea Rewards following any such changes or modifications confirms your acceptance of these Terms of Use and such changes or modifications; therefore, you should review these Terms of Use and the policies, FAQs and guidelines pertaining to Societea Rewards frequently to understand the terms and conditions that apply to your access to and participation in Societea Rewards. If you do not agree to these Terms of Use, you must stop accessing and participating in Societea Rewards.

Personal Use

Societea Rewards is intended for personal use only. Commercial use is prohibited. Societea Rewards is not targeted towards, nor intended for use by, anyone under the age of 13. If you are between the ages of 13 and the age of majority in your jurisdiction of residence, you may access and participate in Societea Rewards only under the supervision of a parent or legal guardian who agrees to be bound by these Terms of Use.

Please read the Privacy Statement carefully to understand how Chatime collects, uses and discloses information about customers, how to update or change your personal information, and how we communicate with you.

About Societea Rewards

Societea Rewards is one way in which Chatime endeavors to reward and thank loyal customers for patronizing our business and purchasing Chatime products. Societea Rewards members are able to earn and accumulate points that can be redeemed for Societea Rewards benefits ("Rewards") at participating Chatime stores and other partner locations such as Bake Code, Bake Code Croissanterie, Chatime Innovation Bar, Chatime Express, and Atealier by Chatime ("Partner"). Unfortunately, not all Chatime or Partner stores have the ability to award points or redeem points for Rewards at this time. To find the location nearest you that participates in Societea Rewards, visit the Store Locator at www.chatime.ca/locations.

Joining Societea Rewards

Through the Societea Mobile App or Chatime Online Ordering. To join Societea Rewards, go to the Societea mobile app ("App") or order.chatime.ca ("COO") and follow the prompts to create an account. You will be required to provide the following information:

1. First and last name, phone number, email address and password
2. Birthday (month, day) is optional to receive birthday offers. If you do not provide birthday information, you will not receive your Birthday Reward.

Societea Rewards Levels

There are 3 reward tiers ("Tier") as part of the Societea Rewards program. The Rewards that are available to you through Societea Rewards are based on the number of Points that you earn and the Tier that you are in. You can qualify for each Tier based on meeting the following criteria:

Silver Societea	Minimum of one loyalty purchase (food/drinks only) per calendar year
Gold Societea	Reach 15,000 points
Platinum Societea	Reach 40,000 points

Earning Points

You can earn 100 Progress Points for every One Canadian Dollar (\$1.00) spent at participating stores. To qualify for a reward of \$1, you must accumulate 1,250 Progress Points.

You can earn Progress Points by making qualified purchases with a registered Societea Rewards account at participating stores in Ontario and British Columbia in the following ways:

1. *Scanning your member barcode and then paying with cash, credit card, debit card or mobile wallet.* You can earn Points based on the value of your net purchase at the rate of 100 Points for each One Canadian Dollar (\$1.00) you spend at participating stores when you scan your Societea Rewards member barcode in the App or make a qualifying purchase on order.chatime.ca or at the kiosk via signing into your account.
2. *Promotional Offers.* From time to time, Chatime or any of its Partners may offer you opportunities to earn additional Bonus Points through special promotions. These promotional Bonus Points will be awarded as described in the applicable promotional offer and will be subject to any additional terms set forth in such promotional offer. These promotional Bonus Points may only be available to residents of certain provinces, or they may be offered in multiple provinces.

Earning Points After Purchase

If you are not a Societea Rewards member at the time of making a qualifying purchase, you can still earn Points for that purchase after becoming a member. Similarly, if you are already a Societea Rewards member but choose not to add your Points at the time of purchase, you may add them later. To earn Points post-purchase, you must scan the barcode found on your receipt using the Societea App within 5 days of the receipt date. Upon scanning or entering the barcode number, the Points corresponding to the value of your purchase will be automatically added to your Societea Rewards account.

Please note that if you lose your receipt, Chatime is not responsible for issuing a replacement receipt or awarding Points for the purchase. It is your responsibility to retain your receipt to ensure the ability to claim your Points post-purchase.

Exclusions to Earning Points

You may not earn Points in connection with certain types of beta or promotional programs. In addition, you cannot earn Points on purchases of Cards (such as activations, reloads, transfers, and other card-to-card transactions). Taxes, tips, donations, and fees, including without limitation, shipping and handling fees and delivery fees, are also excluded and ineligible for Points accrual.

Returns

Your Points balance may be impacted by returns as follows: If you void a purchase on any drinks, food, or merchandise made with your Societea Rewards account, Chatime will deduct the Points that you earned for that purchase, potentially resulting in a negative Points balance on your Societea Rewards account.

Points and Reward Level Expiration

Progress Points Expiration: Unless otherwise noted, Progress Points are automatically added to your account within twenty-four (24) hours of your eligible purchase and expire 180 days after the date in which such Progress Points were earned. For example, if you earned 100 Progress Points on March 1, 2025, they will expire on August 27, 2025. You can view and track your Progress Points, rewards balance and available offers, as well as any additional benefits for which you are eligible as a Societea Rewards member by using the App.

Status Tier Expiration: To remain in your current Tier, you must reach the minimum qualifying points before the end of the next calendar year. For example, if you reached Gold Societea on June 8, 2020, you will remain in this Tier up until December 31, 2021, upon which you then must earn a minimum of 15,000 Points in order to continue enjoying the benefits of this Tier in 2022. If you do not meet this requirement, then your Tier will adjust according to the Points balance that you have accrued between June 8, 2020 through to December 31, 2021.

A calendar year begins January 1 and ends December 31 of the same year.

Chatime may, but for greater certainty is not required to, provide notice by email, App or Website message (depending on your communication preferences) at least 30 days before the expiry of your Tier.

Redeeming Points

You can redeem Points for a dollar-based discount towards qualifying purchases using your Points balance at a rate of 1250 Progress Points for each One Canadian Dollar (\$1.00). Points redemption is applied before any applicable taxes and fees, including without limitation, shipping and handling fees and delivery fees. Qualifying purchases at participating Chatime and Partner stores include the following:

- Any drink beverages, including toppings, substitutions and size upgrades
- Any food items
- Any merchandise items

Rewards Redemption Availability May Vary; Participating Chatime or Bake Code Stores Only

Not all Chatime or Bake Code stores have the ability to honour points earning and/or redemption (including but not limited to university campus locations, pop-up locations etc.)

Other Important Point Redemption Information and Exclusions

You cannot redeem Points on purchases of Cards (such as activations, reloads, transfers, and other card-to-card transactions).

You must present your membership QR code in the App or sign-in to your Societea Rewards account on Chatime Online Ordering or the Kiosk in order to redeem your points towards a qualifying purchase.

The redemption value cannot be more than \$50 Canadian dollars before applicable taxes and fees.

Additional Benefits

As a Societea Rewards member, you are eligible for the following additional benefits in accordance to your Tier:

	Silver Societea	Gold Societea	Platinum Societea
Birthday Reward – Free Drink Item	*	*	*
Birthday Reward – Free Food/Merchandise Credit			*
Reward Upon Entry - Free Drink		*	*
Reward Upon Entry - Free Food Item			*
Early or Extended Access to Certain Promotions or Offers		*	*
Personalized offers and vouchers	*	*	*

Birthday Reward. On your birthday (as indicated in your Societea Rewards account), you will receive one (1) complimentary regular-sized beverage if you are in Silver, Gold or Platinum Societea and one (1) complimentary food credit of \$3.00 Canadian dollars if you are in Platinum Societea ("Birthday Reward").

Your Birthday Reward may be redeemed at participating Chatime or Bake Code stores and excludes any size upgrades, additional toppings and/or milk substitutions and/or sugar substitutions.

To qualify for your Birthday Reward, you must make a qualifying loyalty purchase prior to your birthday, and provide your birthday in your Societea Rewards account information.

Your Birthday Reward will be automatically added as an in-App voucher to your Societea Rewards account on the day of your birthday and is valid until 7 days after. You must add the voucher to your Scan & Pay screen in the App or apply the voucher upon checkout on Chatime Online Ordering or the kiosk.

You will receive only one (1) Birthday Reward per year, You may receive a notification within the Societea mobile app. You can check to see if your Birthday Reward is available by accessing your Societea Rewards account in the App.

Reward upon entry to a new level. Upon first entry into Gold Societea or Platinum Societea, you will receive one (1) complimentary regular-sized beverage ("New Level Reward"). Your New Level Reward may be redeemed at participating Chatime or Partner stores and excludes any

size upgrades, additional toppings and/or milk substitutions and/or sugar substitutions. To qualify for your Next Level Reward, you must reach 15,000 points to unlock Gold Societea or 40,000 points to unlock Platinum Societea. Your Next Level Reward will be automatically added as an in-app voucher to your Societea Rewards account within twenty-four (24) hours of a level being unlocked. You must scan the voucher barcode in the App or present your registered Card for scanning in order to redeem your Next Level Reward.

Early or extended access to certain promotions and offers. Societea Rewards members may receive early or extended access to special menu items or discounts. You may take part in these offers by paying with a Card registered to your account or scanning the member barcode in the App prior to your purchase.

Personalized offers and coupons. Special offers may be distributed by email, through the Societea mobile app (including via push notifications), or by physical mail. You may be required to opt-in and activate special offers via the Societea mobile app or via email. **In order to receive and activate personalized special offers distributed via email, you must opt-in to receive promotional and marketing offers from Chatime or its Partners and you may be required to provide a valid email, telephone and physical address.** Special offers may be customized based on your purchase behaviors and preferences, and may include periodic discounts on food, beverages and merchandise, or the opportunity to earn Bonus Points. Special offers may have certain restrictions, including expiration dates and short, time-limited redemption periods. Special offers are personal to you and cannot be shared, copied or transferred. You may be required to scan your member barcode in the App or present or pay with your registered Card in order to redeem special offers. Read each offer carefully for specific details, expiration dates, and limitations and restrictions.

Chatime and its Partners reserves the right to change the number and type of additional benefits offered to members of Societea Rewards in its sole discretion at any time.

Transferring Your Account to the new Societea Rewards App

If you were a participant in the Chatime Rewards program prior to March 26, 2025, you will be eligible to transfer your rewards balance, associated vouchers and digital gift card balance to the new Societea Rewards app until December 31, 2025. After this date, any and all accrued rewards balance that are not transferred will be lost and cannot be reinstated by any means. You can transfer your points by updating your Societea Rewards app and registering a new Societea Rewards account using the same email address that is associated with your current account.

Other Important Information You Should Know

These Terms of Use complement and incorporate by reference the Card Terms and Conditions. In the event of any conflict between the Card Terms and Conditions and these Terms of Use, the Card Terms and Conditions control.

There are no participation or fees associated with Societea Rewards. Points accrued in connection with Societea Rewards are promotional, have no cash value, and cannot be redeemed for cash. In addition, your redemption of Points accrued in connection with Societea

Rewards cannot be combined with any other offers or discounts that are applicable to the Rewards for which you are redeeming such Points, unless otherwise expressly indicated by Chatime or its Partners.

Your Points, Rewards, Cards registered to your Societea Rewards account, and your Societea Rewards account are personal to you and may not be sold, transferred or assigned to, or shared with, family, friends or others, or used by you for any commercial purpose. You may have only one (1) Societea Rewards account that is personal to you.

Without notice to you, Chatime reserves the right to suspend any Card registered to your Societea Rewards account and/or terminate your Societea Rewards account and/or your participation in Societea Rewards if Chatime determines that you have violated these Terms of Use or that the use of your Societea Rewards account is unauthorized, deceptive, fraudulent or otherwise unlawful. Chatime may suspend, cancel or combine Societea Rewards accounts that appear to be duplicative. In the event that your participation in Societea Rewards is terminated, all accrued Points in your Societea Rewards account are void.

Any Societea Rewards account that has been inactive for twenty-four (24) consecutive months will be rendered inactive and unregistered. Inactivity is defined as no Points earned or redeemed during such twenty-four (24) consecutive months period. In the event that your Card or Societea Rewards account is unregistered or rendered inactive, all accrued Points in your Societea Rewards account are lost.

Chatime reserves the right to change, modify, discontinue or cancel Societea Rewards or any part of Societea Rewards at any time and in its sole discretion, without notice to you.

Severability

If any provision or part of a provision of these Terms of Use is unlawful, void or unenforceable, that provision or part of the provision is deemed severable from these Terms of Use and does not affect the validity and enforceability of any remaining provisions.