



The "Cafe Louise" Club Membership Regulations

A. "Cafe Louise Club" is managed by Value Card.

B. This policy is intended to regulate the rules governing the loyalty club and constitutes an integral part of the conditions of joining a customer wishing to be a member of the "Cafe Louise Club". A customer who joins the club accepts, by joining the club, the rules of this policy, with all its terms, benefits and qualifications, and undertakes to act accordingly. Each club member will be deemed to have read and agreed to the provisions of these regulations.

C. Joining:

1. The chain of restaurants operating under the "Cafe Louise" brand has established a customer club (hereinafter "the club") and issues.

Club members have membership cards or may connect to the application (hereinafter the "club login").

The membership will be subject to change by the club management at any time and in its sole discretion, provided that such a decision is made.

the membership shall apply only from the time it is received for the next membership period of said member.

2. Each restaurant chain customer may request to be registered as a member of the club. Registration is free.

3. A person who is 18 years of age, or 16 years of age with the consent of his/her parent/guardian, may join the "Cafe Louise" customer club.

Any person can be a member of the club one at a time (the same person cannot register at the same time twice, or more).

4. "Cafe Louise" may refuse service to any customer as a member of the club and/or to renew their membership in the club for any reason, at its sole discretion and without being required to explain its refusal.

5. A club member whose membership has been approved will receive a personal membership card or be identified through the application and will not be able to sell or to transfer his membership (hereinafter "Club Member").

6. Filling in customer details in the application form will constitute agreement to all of the contents of these regulations

D. Benefits:

1. A member of the club shall be entitled to a variety of benefits according to the club's rules and subject to the terms of the benefit. Identification will take place by presenting the member's membership card along with an ID and/or application in the basket of benefits for members.

2.1. Joining the club is free of charge.

2.2. Customers who join the club will receive a subscription benefit from time to time as published.



2.3. Birthday Benefit – Club members will receive a salad or dessert from a specific menu. The benefit is valid a week before and up to two weeks after the date of the birthday (not valid for T.A. or delivery orders).

2.4. Anniversary Benefit - A glass of wine for a couple's meal over 100 NIS, for use one week before the date of the anniversary, to two weeks after.

2.5. Free tenth coffee or tea from a closed list

2.6. accumulative point Benefits:

2.6.a. For each purchase of a product from "Cafe Louise" restaurants in the amount of 50 NIS or more, the member will be credited 6% of the purchase as point to be used on the next purchase. The purchase plan is cumulative, to be redeemed at one of the branches of Café Louise. The benefit plan is built on the ladder system, so for example, a purchase less than 50 NIS will not accrue a benefit. A purchase between 50 NIS and 100 NIS will accumulate 3 NIS, while a purchase over 100 NIS and less than 150 NIS, will accrue 9 NIS, and so on.

The benefits of the "Cafe Louise Club" may change from time to time, as does the monthly benefit, which is published at the beginning of each month.

2.6.b. The realization of this accrual benefit is one year, after which the benefit will expire.

2.6.c. Accumulation is on all items, except the joining benefit, discounts and items on offer.

2.6.d. the accumulative amount of each purchase, will be realized automatically at the next purchase. Beside the first purchase there will be no possibility to accumulate the point.

2.7. The realization is for all items except for the hospitality packages or for other products that will be excluded with advanced notice to customers from time to time and at the sole discretion of the network.

2.8. The redemption of the bonus will automatically be carried out by transferring the Club Card or by entering the Express Code provided through the Club App or by ordering the phone number listed in the database.

2.9. No additional specials (except for the accumulation of coffee or tea in breakfasts and business meals will not be loaded coffee accumulation, where the tenth coffee is free).

3. The benefits are personal and the amount of the benefit cannot be transferred to another person and/or converted into cash and/or refund to any other monetary value.

4. The registration held by "Cafe Louise" will be conclusive evidence of the eligibility of the benefits to the customer.

5. "Cafe Louise" may limit the use of benefits in parallel to other restaurant operations as per consideration of the management's opinion.

6. The Club/Application Card will be used in accordance with these policies, as updated from time to time by "Cafe Louise", and in accordance with the instructions, which will appear on the card/application as well as marketing communications later sent to members of the club from time to time.



7. "Cafe Louise" may change the policy of benefits and/or discounts and/or financial accrual from time to time, accordingly at its sole discretion and without being required to inform.

8. It should be clarified that in accordance with the Protection of Privacy Law of 1981, the member's signature on the registration form constitutes consent on his/her behalf to receive advertising material from "Cafe Louise", and/or anyone on its behalf, in various media. Cancellation of the agreement will be affected by sending an email whose address appears on the company's website.

9. In addition, the customer's approval during registration will be deemed to have agreed that any information accumulated at the restaurant regarding the member in connection with his purchases and any data obtained from the analysis of the information, shall be transferred to the management of the Club and shall be considered the purchase of "Cafe Louise", who shall keep this information in trust as a database registered by law. The information will be used by the club for promotion, which may include collaborations with other entities, such that the use of such information shall not be deemed to be prejudicial in privacy. It is also agreed that the club management will be able to use this information for marketing and/or other use and the member of the club gives up and hereby disclaims any claim under any law in respect of the use of such information.

E. Insofar as the club member objects to the use of such information and data, he may require, in writing, to email info@cafelouise.co.il that his name and information pertaining to him will be deleted from the club's database. In addition, the member may request, in writing, to be remove itself from the mailing list "Cafe Louise" ,by email at info@cafelouise.co.il, or by downloading the consent mark for receiving mailings and notices in the application while membership of the club is valid.

F. Validity of the membership:

1. Membership in the club is unlimited.

2. If the club membership expires, club benefits cannot be enjoyed.

3. In order to avoid any doubt, at the end of the membership period the club member shall lose their right to any discounts or benefits until such time as they renew their membership in the club, knowing that their benefits from their previous period of membership will have expired.

4. "Cafe Louise" may, in its sole discretion, extend the validity of membership to any member for each additional period, for any length of time, which is to be decided by the company's management, without being required to explain their considerations.

G. Marketing, Communication, and Publications:

1. **Ways of advertising:** The announcements of the "Cafe Louise club", in all matters relating to the activities of the program, including, but not limited to changes and/or additions and/or withdrawals that may be made and/or which the Cade "Cafe Louise" intends to implement, in the bylaws and/or the key accrual and/or additional benefits and/or in any matter relating to the entitlement of the member to participate in the program and/or the termination of its activities, etc., shall be made my "Cafe Louise" in the manner that they deem necessary, in their sole discretion and according to the provisions of the law.



2. Without derogating from the above, advertising on a bulletin board is visible in the restaurant and/or in one of the medias and/or the website of the company and/or through direct communication with the members of the club, including through email and/or SMS. A member of the club will not be able to make a claim that they did not know about any event that is subject to report or publication by the aforementioned methods.

3. It is hereby clarifying that any customer who joins as a member of the "Cafe Louise" Customer Club will also provide a valid email and telephone number. In the future, all in accordance with Amendment No. 40 to the Communications (Telecommunications and Broadcasts) Law of 2008, offers, discounts, and exclusive benefits granted in the past and/or future to members of the club via email or SMS sent directly to the client's computer or mobile device will be included in the list of distribution to the members of the "Cafe Louise club".

4. To avoid any doubt, it is hereby clarified that "Cafe Louise" is exempt from the obligation to announce benefits or offers to any members who did not provide a valid email or phone number, and no member will have any claim against Café Louise regarding the non-receipt of advertising.

5. All members of the club will receive email promotions and updates as well as marketing material from "Cafe Louise".

6. A customer who does not wish to be included in the mailing list in order to receive the SMS service will contact the company, in writing, to remove himself from the list by email info@cafelouise.co.il

7. A customer who does not wish to be included in the mailing list for the purpose of receiving e-mail service, will have to click to remove his address in the **designated place in the e-mail message.**

H. In case of a dispute

1. A Member who feels that he/she has suffered damages in connection with the money he/she has accumulated or any other matter arising from these Terms or from the promotion, may contact "Cafe Louise" and / or whoever has been appointed by it for this purpose and to raise his/her objections, via e-mail at info@cafelouise.co.il.

2. The decision of "Cafe Louise" and / or the person appointed by it for this purpose, shall be given within 14 working days, once it has received the objection, and shall be final and irrevocable.

3. In the event of loss of the Club Card, the Member must notify "Cafe Louise" in writing, immediately from the moment the club Member becomes aware of the loss of the card. Subject to the notice of the Member as stated in this section, the Company will issue for the Member an alternative club card.

4. "Cafe Louise" shall not be responsible for any loss of benefits, due to fraud and theft that occurred until the Member has notified in writing to "Cafe Louise" of the loss of the card, or in the event that such notice has not been delivered.

5. A Member who claims that the accumulated amount at his disposal is different from the accumulated amount as recorded in the records of "Cafe Louise" can prove the accumulated amount by presenting the invoices attesting to this.



I. Obligations of the Member

- 1.** The Member shall be responsible for updating the club's management in writing for any change in address, in order to enable continuous contact with him/her.
- 2.** It is hereby clarified that a Membership Card, in the case that Company's records do not contain the Membership details as required in the registration form, then the Company shall be entitled to cancel the card, and in addition to cancel the accrued amount on that card, without any option of realization.
- 3.** A Member of the club undertakes not to abuse the Membership of the club. Any proven abuse will result in termination of Membership in the club, with no possibility of appeal and / or change the decision that has been made as a result.

J. General conditions

- 1.** "Cafe Louise" reserves the right to add, change, detract and replace at any time, the rules and instructions of these Terms and conditions, without prior notice and in its sole and absolute discretion. As of the date of the change of the Terms, only its new version will be binding by the club. The binding version of the Terms and Conditions will be found from time to time in the offices of the management of "Cafe Louise". The Company's records are the determinants of all these rules.
- 2.** "Cafe Louise" franchise may, at its discretion, also allow its non-Members to participate in the promotion, according to the Terms.
- 3.** The information contained in these policies is for informational purposes only and does not oblige "Cafe Louise" in any way. Any action of "Cafe Louise" in favour of the customer contrary to the provisions of the Terms, is considered as an exception and will not be used or considered to be a concession of "Cafe Louise", to the provisions of these rules and / or used to obligate it to do so in the future.
- 4.** For the avoidance of doubt, it is hereby clarified that participation in the club's programmes, is subject to the Member's compliance with the Terms, including but not limited to his/her continued Membership in the "Cafe Louise" Club.
- 5.** These rules constitute the conditions for joining the programme. Joining the "Cafe Louise" Club means that a Member of the Club has read and agreed with the provisions of these Terms and Conditions.
- 6.** The granting of benefits to Members of the Club is subject to the orderly operation of the operating systems and computer systems of "Cafe Louise". In the event of any malfunctions that temporarily prevent the club Members from receiving benefits, "Cafe Louise" will act to attend them as soon as possible, and the club Members will not have any claims or demands against "Cafe Louise" due to the failure to provide benefits during the period of malfunctions and their treatment.
- 7.** "Cafe Louise" is the exclusive authority to interpret the provisions of these Terms and Conditions.
- 8.** Any provision in these Terms that is used in the feminine language refers to the masculine language as well.



9. "Cafe Louise" franchise reserves the right to issue club benefits of various kinds, in consideration and / or without consideration, to all or part of the Members of the club, as determined by the club management and at its sole and absolute discretion.

10. Address of the management of "Cafe Louise" is: 3 Sharon Street, Airport City, postal code 7019900, PO Box. 1050, or by email at info@cafelouise.co.il.