

4th June 2024

Dear Shareholder,

## Shareholder privileges through Lava Rewards

We are pleased to inform you that Farsons Group is now a member of Lava Rewards scheme. As a shareholder of Farsons, you will earn extra points with your purchases.

Farsonsdirect is the first listed outlet. As a Lava member you will earn 2 points for each €1 spent. Moreover, as a privileged shareholder of Farsons Group you will receive 2 extra points for each €1 spent. Additionally, some positive changes and improvements in the pricing structure at Farsonsdirect have been introduced. All shelf prices have been reviewed to offer best value for money. This means that all clients will be offered lower prices across the entire range of products on display.

Other Farsons Group outlets shall join the Lava Rewards scheme in the coming months and as a shareholder you will benefit from special points.

If you are not already a Lava Rewards Scheme member, you may sign up now by visiting <https://www.lavarewards.com.mt/download> or downloading the app from the App Store or Google Play. Once your membership is completed, log in to <https://ams.lavarewards.com.mt/signin> to sign up for your shareholder privileges. Kindly select "**Farsons Shareholder**" from the dropdown menu.

Alternatively, you may fill in the enclosed form and return it to the address below so that you may be registered as a Lava member;

Company Secretariat  
Simonds Farsons Cisk p.l.c.  
The Brewery,  
Mdina Road, Zone 2,  
Central Business District,  
Birkirkara,  
CBD2010

These special points replace any shareholder benefits in place to date.

You can then redeem your Lava points on future purchases at Farsonsdirect or at any outlet registered with Lava. You can find the whole range of current Lava outlets on the attached flyer or on this link: <https://www.lavarewards.com.mt/brands>

Kind regards  
Company Secretariat  
Farsons Group



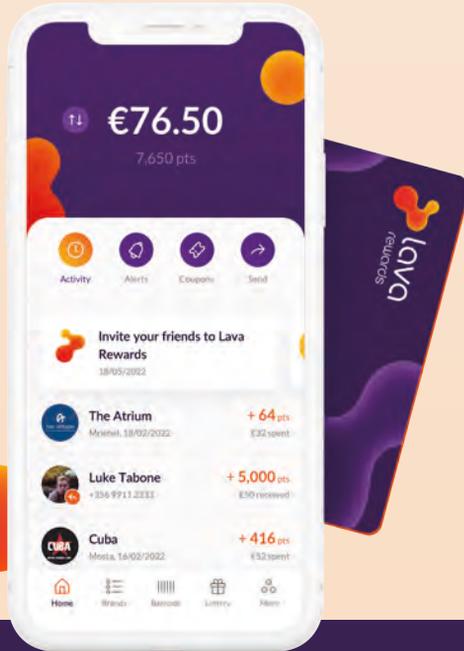
# Earn points on your purchase today and redeem as money off your next purchase!

## Farsons shareholders receive additional points at Farsons Outlets!

Visit <https://ams.lavarewards.com.mt/signin> and select FARSONS SHAREHOLDERS to benefit from additional points. Follow these steps depending on your status:

- ✓ Already a Lava Rewards member? LOG IN and confirm that you are a shareholder. You could also include your partner for their account to be upgraded and benefit from the Farsons Shareholders points.
- ✓ Don't have a Lava Rewards account? SIGN UP and fill in the requested details. Then select Farsons Shareholders and add your partner.

75+  
OUTLETS



Sign Up



Dine or Shop



Collect Points



Treat Yourself



Contact us on [info@lavarewards.com.mt](mailto:info@lavarewards.com.mt)



## Sign up to Lava Rewards!

Start collecting points for what you love and get instant rewards at 50 outlets. Whether you are a shopaholic, a foodie, a techie or into DIY, we've got a total of 17 brands for you to collect and redeem your points.

It's our way of saying 'Thank You!'

### Personal Information

(Please fill in block letters)

First Name:	Last Name:		
ID/Passport No.:	Date of Birth:	Gender:	Male <input type="radio"/> Female <input type="radio"/>
Mobile:	Email:		

### Postal Address

Address:	
Town:	Post Code:

We would love to keep you updated with any brand offers and updates.

Tick the box on the right if you are interested. You can unsubscribe at any time

We will always treat your personal details with the utmost care and will never sell them to other companies for marketing purpose. We take your privacy seriously and will only use your personal information to administer your account and to provide the products and services that you have requested from us.

I've read and accepted the Terms & Conditions

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Lava Rewards Terms & Conditions

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By applying for Lava Rewards (operated by Vesuvius Ltd), you agree and consent to the below terms and conditions which govern the collection and use of Lava Rewards. A more detailed list of the terms & conditions can be found on [www.lavarewards.com.mt](http://www.lavarewards.com.mt)

You can start collecting points by making qualifying purchases or dining at any of the Participating Outlets when showing proof of membership with the Lava Rewards App or card. A list of brands can be found at [www.lavarewards.com.mt](http://www.lavarewards.com.mt)

The individual must be at least 16 years old to qualify for a Lava Rewards account.

Points can only be earned, held, transferred or redeemed as set out in the detailed Terms & Conditions found on [www.lavarewards.com.mt](http://www.lavarewards.com.mt). Any points not earned and held in accordance with these Terms & Conditions will be invalid and cannot be redeemed.

Points have no expiry date but are lost if the relevant Lava Rewards account is closed by the customer by unsubscribing or the Lava Rewards programme ends.

In certain periods or events, the Participating Outlets may offer Members bonus points. There is no cash alternative and the offer is not transferable. Vesuvius Ltd reserves the right to change or cancel any bonus offer promotions at any time.

The processing time of points issued/redeemed may vary between the Participating Outlets. Points earned will be available for redemption within a 5 minute period from the transaction time. We are not responsible for any limitations of the Internet or technical malfunctions of any communications network, online system or computer hardware or software that may affect the transaction of points.

Members can redeem any points that they have collected at any of the Participating Outlets upon presentation of their Lava Rewards App or Card. A signature will be requested by the member. If a Member does not redeem the entire value of his/her points, the balance value will remain in the Member's account and can be used towards the future transactions.

Lava Rewards Points available for redemption cannot be exchanged for cash.

The Lava Rewards Card is the property of Vesuvius Ltd and must be returned to us on request or destroyed when no longer valid for use. If a Lava Rewards Card is lost or the holder thinks an unauthorised person has become aware of their password, they should contact us on [info@lavarewards.com.mt](mailto:info@lavarewards.com.mt).

Vesuvius Ltd shall process all personal data collected in connection with the Lava Rewards in accordance with the Data Protection Act (Chapter 586 of the Laws of Malta and the General Data Protection Regulation (EU) 2016/679 (GDPR).

We will collect and use information about the Member activity within Lava Rewards. This information includes registration details, information about the use of the Member's Lava Rewards account and any transactions made at Participating Outlets.

Lava Rewards reserves the right to modify the way in which points are earned and redeemed, including the number of points earned and the value of these points. We also reserve the right to make changes to these Terms & Conditions and add or remove any of the Participating Outlets.

We may use third parties to facilitate one or more elements of Lava Rewards. We may also partner with new providers of good or services which may form part of the Participating Outlets. These third party service providers/partners are subject to confidentiality agreements with us and other legal restrictions that prohibit the use of the information we provide them for any other purpose except to facilitate the specific outsourced related operation.

By becoming a Lava Rewards member, you are automatically a member with <https://lava.mt>. You can log in using the same username and password.

We may, on notifying the Member, immediately suspend or terminate their rights, refuse to award Points, withdraw Points, refuse the right to redeem Points collected and/or close any relevant Lava Rewards Account, if they breach these Terms & Conditions, if we reasonably believe that they have dealt with points in a manner not permitted by these Terms & Conditions or any applicable Participating Outlet's terms and conditions, if there is any theft from or misconduct in connection with us or one of the Participating Outlet, if they supply false or misleading information to us or if they are abusive or offensive to any member of our staff.

We reserve the right to suspend, change or cancel the Lava Rewards loyalty programme as well as the Terms & Conditions at any point in time, in the event of circumstances arising which in Vesuvius Ltd's opinion make it necessary for it to do so.

You may cancel your membership at any time by sending us an email to [info@lavarewards.com.mt](mailto:info@lavarewards.com.mt) or by unsubscribing through the App following these steps: Menu > Profile > Deactivate Account. If a Lava Rewards account is closed, the Member's rights to redeem points from that Lava Rewards account are lost and cannot be reclaimed.

With reference to marketing communication, you can withdraw your consent from marketing information at any time by sending us an email on [info@lavarewards.com.mt](mailto:info@lavarewards.com.mt), by clicking unsubscribe on any email you receive from us or by unticking this option from the App by going to the Menu > Profile.