

# "Allegro Days — AlleDiscount" Campaign Terms & Conditions for the Participation of Partners

These Terms & Conditions (hereinafter "**Terms & Conditions**") specify the rules of organization and participation in the "Allegro Days — AlleDiscount" promotional campaign run on Allegro e-commerce marketplaces.

The Terms & Conditions comprise a general section, common to all marketplaces, and appendixes containing specific provisions, applicable to specific national domains:

- Appendix No. 1 Specific provisions for allegro.pl (Poland)
- Appendix No. 2 Specific provisions for allegro.cz (Czechia)
- Appendix No. 3 Specific provisions for allegro.sk (Slovakia)
- Appendix No. 4 Specific provisions for allegro.hu (Hungary)

In the event of discrepancies between the general part of the Terms & Conditions and the provisions contained in the Appendixes, the provisions of the relevant Appendix shall prevail for the given market (domain).

## GENERAL SECTION

### SECTION 1. GENERAL TERMS OF PARTICIPATION

1. The operator and organizer of the "Allegro Days — AlleDiscount" Campaign (hereinafter: "**Campaign**") is Allegro sp. z o.o. with its registered office in Poznań, address: ul. Wierzbięcice 1B, 61-569 Poznań, entered in the Register of Entrepreneurs kept by the District Court for Poznań — Nowe Miasto and Wilda in Poznań, 8th Commercial Division of the National Court Register, under KRS number 0000635012, share capital: PLN 40,000,000.00, Tax Identification Number (NIP): 525-26-74-798, National Business Registry Number (REGON): 365331553 (hereinafter: "**Company**").
2. The Campaign is addressed to Partners meeting all of the following conditions:
  - a) Have an active Business Account on Allegro;
  - b) Have no arrears towards the Company for the use of services available on Allegro;
  - c) Achieve a Sales Quality level at least at the Neutral level in the Account referred to in sub-paragraph (a) above.

## SECTION 2. SUBMITTING AND SELECTING OFFERS

1. Offers and Goods are selected for the Campaign based on the Company's decision. This decision is based, in particular, on the verification of the attractiveness of the price of the listed Goods with respect to the market and Allegro prices, prevailing sales trends in Allegro categories, including seasonality, the uniqueness of the Goods, the Goods' selling potential on Allegro, the recognizability of the Goods, and how often they are searched for by Buyers, the quality of the Goods (including the quality of the material from which they are made), whether the Goods have relevant certificates, shipping terms, the warranty period, the quantity of Goods in the Offer, the quality of the description, images, the Offer template, and the value of products added to the Offer as freebies. Offers already participating in the Allegro Prices Program may also qualify for the Campaign.
2. The Company will publish [here](#) a list of Goods (hereinafter: **"List of Goods"**) that may participate in the Campaign, together with the "Maximum Price" indicated by the Company and the "Minimum Reduction by Allegro" expressed as a percentage, guaranteed by the Company for each Good. Goods indicated in the List of Goods are selected by the Company on the basis of consumer interest in the Goods and prevailing sales trends on and outside Allegro.
3. The Company may add new items to the List of Goods during the Campaign. The Company may remove Goods from the List of Goods only in the event that, by the time of their removal, no Partner has submitted an active Offer for those Goods, and the removal is made on the basis of reasonable grounds, such as in particular, the low popularity of the Goods and their low selling potential.
4. The Offer may be submitted for the Campaign via the functionality available in the Seller's dashboard, in the tab: "Advertising and Promotion" -> "Campaigns & Programs." Submission of Offers to the Campaign means acceptance of these Campaign Terms & Conditions (hereinafter: "Terms & Conditions").
5. Partners may only submit active Offers to the Campaign, in line with the requirements below:
  - a) Condition parameter: "New," if required;
  - b) Offer type: "Buy Now";
  - c) "With VAT invoice" parameter checked;
  - d) Minimum quantity available, indicated in the List of Goods in each case;
  - e) Linked to the Product Catalog;

- f) Price in the Offer may not be higher than the Maximum Price indicated by the Company for the relevant Good (hereinafter: "**Price Proposed by the Partner**");
  - g) Quantity of the Goods in the Offer should not exceed the maximum quantity indicated by the Company for those Goods.
6. When submitting the Offer for the Campaign, the Participant may also submit it for participation in the Allegro Business formula. This option is only available for markets where this formula applies.
  7. In the Campaign, via the mechanism of the "Allegro Prices" program, the Company will reduce the Price Proposed by the Partner by at least a percentage equal to the Minimum Reduction, but no more than up to 60% of the Price Proposed by the Partner (The resulting price will be visible to Buyers in the Offer, hereinafter: "**Price Reduced by the Company**"). The Price Reduced by the Company will be effective from the Campaign start date until the end of the Campaign, until the Campaign Goods have been sold out, or until the Campaign budget has been exhausted.
  8. For the Offer to be included in the Campaign, the Price reduced by the Company in the Offer should be at least 3% lower than the lowest price for that Offer from the last 30 days prior to the submission, or if the product was listed for less than 30 days, the lowest price will be calculated based on the first day of the Offer's existence.
  9. At the end of the Offer's participation in the Campaign, the price of the Goods in the Offer will revert to the price before the Campaign (hereinafter: "**Base Price**"), unless the Partner's Offer has been qualified for another promotional campaign on Allegro, in which case its price will be set according to the rules specified in the relevant promotional campaign.
  10. The Partner declares that they accept and agree that the Company may reduce the price of the Goods listed in the Campaign, up to a maximum of 60% of the Price Proposed.
  11. Settlement of the Campaign will be made in accordance with the "Allegro Prices" program Terms & Conditions attached as Appendix No. 21 to the Allegro Terms & Conditions (hereinafter: "**Allegro Prices Terms & Conditions**"), with the stipulation that the transaction rebate reducing the remuneration due to the Company referred to in Section 1 of the Allegro Prices Terms & Conditions will be equal to the difference between the **Price Proposed by the Partner** and the **Price Reduced by the Company**.

## Example

Product name	Base Price	Maximum Price	Price Proposed by the Partner	Minimum Reduction by Allegro (%)	Price Reduced by the Company (maximum value)	Price Reduced by the Company (minimum value)
product 1	PLN 105.00	PLN 100.00	PLN 100.00	10%	PLN 90.00	PLN 60.00
product 2	PLN 105.00	PLN 100.00	PLN 95.00	10%	PLN 85.50	PLN 57.00

(product 1) The Partner listed Goods for sale at a price of PLN 105. According to the table above, the Maximum Price for these Goods in the Campaign is PLN 100, and the Minimum Reduction by Allegro (%) is 10%. Partner submits the Offer to the Campaign at the price of PLN 100. The Company will reduce the price of this Offer to a maximum of PLN 90, but no less than PLN 60. Sales commission for the Goods in this Offer will be charged on the price of PLN 100 (Price Proposed by the Partner). The transaction rebate reducing the remuneration payable to the Company will be at least PLN 10 for a reduction to PLN 90, and PLN 40 for a maximum reduction to PLN 60.

(product 2) The Partner listed Goods for sale at a price of PLN 105. According to the table above, the Maximum Price for these Goods in the Campaign is PLN 100, and the Minimum Reduction by Allegro (%) is 10%. Partner submits the Offer to the Campaign at the price of PLN 95. The Company will reduce the price of this Offer to a maximum of PLN 85.5, but no less than PLN 57. Sales commission in this Offer will be charged on the price of PLN 95 (Price Proposed by the Partner). The transaction rebate reducing the remuneration payable to the Company will be PLN 9.50 for a reduction to PLN 85.5, and PLN 38 for a maximum reduction to PLN 57.

- By submitting their Offers for participation in the Campaign, the Partner agrees for these Offers to be covered by special conditions of visibility and availability. Offers qualifying for the Campaign will be marked by the Company with a special Campaign badge. Allegro reserves the right to change

the graphic form, including the color and content of this badge, at any time during the Campaign, without giving a reason. All information regarding the final appearance and form of the Campaign badge will be communicated to the Partners via Allegro's internal communication channels. The Partner undertakes to regularly monitor these communications.

12. The Company may, at its sole discretion, promote the Offers covered by the Campaign in the Allegro Deal Zone in the relevant product category, and in the promotional areas on Allegro made available for the Campaign.
13. The Company will impose a purchase limit per Buyer in the Offers submitted to the Campaign in accordance with the values indicated in the List of Goods.
14. Offers from the List of Offers may participate in the Campaign even if the Partner:
  - a) Has previously removed their Account from the Allegro Prices Program; or
  - b) Has excluded a previously submitted Offer from the Allegro Prices program.
15. The Partner may withdraw from the Campaign while it is active by excluding the Offer from the Campaign via the functionality available at [salescenter.allegro.com](https://salescenter.allegro.com) -> "Advertising and Promotion" -> "Campaigns & Programs" -> "Manage participation" — "Allegro Days — AlleDiscount," by clicking "Cancel" next to the selected Offer. Exclusion from the Campaign will be effective within 2 hours of notification. An Offer thus excluded will not be allowed to participate in the Campaign again at the current price.
16. The Company may share with Partners the reports concerning the results generated in the Campaign in the Partner's Offers.
17. The Company stipulates that Offers submitted to the Campaign may be excluded from the Campaign in the following situations:
  - a) When the Campaign budget allocated for the Goods or Campaign has been exceeded;
  - b) When the Goods covered by the Campaign are removed from the Allegro Product Catalog or are replaced by another product from the Catalog;
  - c) When the quantity of Goods in the Offer has sold out. Then, the Offer price will revert to the Base Price, preventing that Offer from participating in the Campaign again;
  - d) When the Offer no longer meets the criteria described in Section 2, "Submitting and selecting Offers," paragraph 5 above, and in paragraph 8 above;
  - e) When the Offer is no longer competitive compared to market prices.

### **SECTION 3. PERSONAL DATA**

The Company is the controller of Campaign Participants' personal data in connection with their participation in the Campaign, within the meaning of Article 4(7) of the Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation). Personal data processing rules are specified in the Privacy Protection Policy attached as Appendix No. 5 to the Allegro Terms & Conditions.

### **SECTION 4. COMPLAINTS**

Any complaints concerning the Campaign should be submitted via the contact form.

### **SECTION 5. FINAL PROVISIONS**

1. The Company reserves the right to amend and supplement these Terms & Conditions at any time. Such amendments will be announced and published at <https://allegro.pl/dla-sprzedajacych> and will become effective on the date indicated by the Company. At the same time, until the proposed amendments become effective, the Partner may submit a termination notice in an electronic form (to the Company's email address indicated by the Company) if the Partner does not accept those amendments. If the termination notice referred to in the preceding sentence is not delivered to the Company, the Partner will be deemed to have accepted the amendments to the Terms & Conditions.
2. The Company may at any time verify the requirements referred to in Section 2, "Submitting and selecting Offers," paragraph 1-5 above. In the event of a negative outcome of the verification referred to in the preceding sentence, the Company may request the Partner to update the Offer so that it meets the requirements specified in these Terms & Conditions. Otherwise, the Partner may lose the ability to participate in the Campaign.
3. Regardless of the Partner meeting the terms specified in Section 2, "Submitting and selecting Offers," paragraph 1-5 above, in justified cases, in particular, when the Partner:
  - a) Fails to comply with the Terms & Conditions or the Allegro Terms & Conditions, in particular, if such failure results in the Account being

suspended, or in an excessive number of removed Offers, or transactional problems in relation to the sales volume;

- b) Acts in a way that results in the loss of trust in the Partner, also in the case of a failure to meet the obligations related to participation in the Campaign;
- c) Has taken any steps to circumvent the security measures or falsify data;
- d) When the Sales Quality level in the Partner's account falls below the Neutral level.

The Company reserves the right to refuse to qualify the Partner for the Campaign, remove the Partner from the Campaign, and suspend their Allegro Account. In the situation referred to in the preceding sentence, the Company will justify its decision at the request of the Partner.

- 4. The Company further stipulates that the Partner may be excluded from the Campaign when the total value of discounts granted to the Partner in a given month is close to the remuneration due to the Company for the services provided on Allegro.
- 5. Any matters not provided for in these Terms & Conditions will be governed by the relevant provisions of the Allegro Terms & Conditions, including Appendix No. 21 — Allegro Prices, with the definitions specified therein.
- 6. These Terms & Conditions have been made in five language versions: Polish, English, Czech, Slovak, and Hungarian. In the event of any discrepancies, the Polish version will prevail.
- 7. The Terms & Conditions are available at <https://salescenter.allegro.com/terms/regulamin-uczestnictwa-partnerow-w-kampanii-allegro-days-alleobnizka-8dK33wREWc9> in a format allowing for their easy reading and printing.

## Appendix No. 1

### Specific provisions for allegro.pl (Poland)

- 1. The Campaign **runs from midnight on March 9, 2026, until 11:59 p.m.(GMT + 01:00) on March 16, 2026.**
- 2. **Medical devices:** Participation of Offers with medical devices is only possible after the Partner has submitted a written statement, as per Section 10 of the Allegro Terms & Conditions, to the Company's address.
- 3. **Allegro Business:** When submitting an offer for the Campaign, you can add it to Allegro Business at the same time. The rules and benefits are the same for all Offers submitted in and outside this formula, except the List of Goods

participating in the Campaign, which may differ for the Allegro Business formula.

## Appendix No. 2

### Specific provisions for allegro.cz (Czechia)

1. The Campaign **runs from midnight on March 9, 2026, until 11:59 p.m.(GMT + 01:00) on March 18, 2026.**

2. **Benefits:**

In the Offers qualified for the Campaign, the Company will provide a virtual discount coupon for use with purchases on Allegro.cz worth 5%, reducing the amount to be paid by the Buyer. Only buyers with an active Allegro Smart! service will be able to use the coupon.

Offers will receive an additional "Kupón Smart!" badge.

If the Buyer uses the discount coupon, the price of the Goods will be reduced by the value of the discount coupon, which the Company will refund to the Partner's Account on Allegro. The refund will be made immediately after the Buyer completes the Transaction using the coupon.

If the budget for the Campaign is exhausted, the Company reserves the right to exclude the discount coupon from the Seller's Offer at any time during the Campaign.

3. **Allegro Business:** When submitting an offer for the Campaign, you can add it to Allegro Business at the same time. The rules and benefits are the same for all Offers submitted in and outside this formula, except:
  - a) The List of Goods participating in the Campaign, which may differ for the Allegro Business formula;
  - b) the rules for granting Promotional Coupons — the Coupons referred to in paragraph 1 above will not be granted in Offers listed in the Allegro Business formula.

## Appendix No. 3

### Specific provisions for allegro.sk (Slovakia)

1. The Campaign **runs from midnight on March 9, 2026, until 11:59 p.m.(GMT + 01:00) on March 18, 2026.**

1. **Benefits:**

In the Offers qualified for the Campaign, the Company will provide a virtual



discount coupon for use with purchases on Allegro.sk worth 5%, reducing the amount to be paid by the Buyer. Only buyers with an active Allegro Smart! service will be able to use the coupon.

Offers will receive an additional "Kupón Smart!" badge.

If the Buyer uses the discount coupon, the price of the Goods will be reduced by the value of the discount coupon, which the Company will refund to the Partner's Account on Allegro. The refund will be made immediately after the Buyer completes the Transaction using the coupon.

If the budget for the Campaign is exhausted, the Company reserves the right to exclude the discount coupon from the Seller's Offer at any time during the Campaign.

## **Appendix No. 4**

### **Specific provisions for allegro.hu (Hungary)**

1. The Campaign **runs from midnight on March 9, 2026, until 11:59 p.m.(GMT + 01:00) on March 18, 2026.**
2. **The Offer duration before the Campaign:** Only Offers that have been listed on Allegro.hu for more than 15 days may be submitted to the Campaign.