

Black Weeks 2025 Campaign Terms & Conditions

These Terms & Conditions (hereinafter: "**Terms & Conditions**") specify the rules of organization and participation in the "Black Weeks 2025" campaign maintained on Allegro e-commerce platforms.

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

[Appendix 1](#): Specific provisions for allegro.pl (Poland)

[Appendix 2](#): Specific provisions for allegro.cz (Czechia)

[Appendix 3](#): Specific provisions for allegro.sk (Slovakia)

In the event of discrepancies between the general section of the Terms & Conditions and the provisions contained in the appendixes, the provisions of the relevant appendix shall prevail for a given market (domain).

GENERAL SECTION

Section 1. DEFINITIONS The terms used in these Terms & Conditions have the meanings as follows:

1. Campaign — the promotional campaign named "Black Weeks 2025" organized by the Company and intended for Users offering Goods on Allegro meeting the criteria specified in these Terms & Conditions.
2. Company — Allegro sp. z o.o. with its registered office in Poznań, at ul. Wierzbicice 1B, 61-569 Poznań, entered in the Register of Entrepreneurs kept by the District Court for Poznań – Nowe Miasto i Wilda in Poznań, 8th Commercial Division of the National Court Register under KRS number:

0000635012, share capital: PLN 40,000,00, Tax Identification Number (NIP): 525-26-74-798, National Business Registry Number (REGON): 365331553.

3. Terms & Conditions — these Terms and Conditions which form an integral part of the agreement between the Company and the Agreement Partner, specifying the rules of the Partners' participation in the Campaign.
4. Allegro — an open e-commerce platform operated by the Company on the following internet domains: allegro.pl, allegro.cz, allegro.sk, and allegro.hu, where Transactions are concluded and other services are provided.
5. Partner — a User that concludes the Agreement with the Company on the participation in the Campaign.
6. Agreement — an agreement between the Partner and the Company concerning the cooperation as part of the Campaign.
7. Limited Offers — time-limited Offers featured and additionally promoted by the Company, including in a time-restricted format, in each individual instance meeting the Campaign participation criteria referred to in Section 3(9) below.

Capitalized terms have the meanings assigned to them in the Allegro Terms & Conditions.

SECTION 2. GENERAL TERMS OF PARTICIPATION IN The Black Weeks Campaign 2025

1. The Campaign runs **from 12 a.m. (GMT + 01:00) on October 31, 2025, until 11:59 p.m. (GMT + 01:00) on December 1, 2025. The Campaign runs at the domains: allegro.pl, allegro.cz, and allegro.sk.**
2. The Campaign is intended for Users with active Business Accounts on Allegro who, on the day submissions for the Campaign open, meet all of the following conditions:
 - a. Have no arrears towards the Company for the use of services available on Allegro;
 - b. Have accepted these Terms & Conditions;

- c. Have Sales Quality ratings on the Business Account at least at the "Neutral" level.
- 3. Offers may be submitted to the Campaign from 10 a.m. (GMT + 01:00) on October 20, 2025, until 11:59 p.m. (GMT + 01:00) on December 1, 2025.
- 4. **Participation in the Campaign is free of charge. The Company does not charge additional fees or sales commissions for participation in the Campaign.**

SECTION 3. SUBMITTING AND SELECTING OFFERS FOR THE CAMPAIGN

- 1. Offers 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. Partners can submit Offers for the Campaign via:
 - a. the "Advertising and Promotion" tab, and then "Campaigns & Programs" -> "Black Weeks 2025,"
 - b. using the REST API tool,
- 3. Partners who meet the criteria specified in Section 2(2) above may submit to the Campaign only Offers meeting the requirements specified on the List of Goods published at: <https://help.allegro.com/sell/pl>, in accordance with the following requirements (submission content):
 - a. Submitting for sale only active Offers listed on Allegro at a given moment;

- b. Specifying the required parameters for Goods;
- c. determining the required parameters for the Offer, i.e., Condition > New, Offer type > Buy Now,
- d. Giving at least a 5% discount on the lowest price of the Goods in the Offer from the last 30 days before submission (this price will be visible in the Offer as a crossed-out price),

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. 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.
- 5. When submitting an Offer for the Campaign, Partners may impose a quantity limit for purchase of the Goods in a relevant Offer.
- 6. When submitting an 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 (currently: allegro.pl and allegro.cz). All the Campaign conditions, including Offer qualification criteria and benefits granted, are the same for Offers presented on a given market within and outside Allegro Business.
- 7. Submitting an Offer to the Campaign as referred to in paragraphs 2–4 above means accepting the Terms & Conditions and the terms of the Campaign, and positive verification of the content of the submission by the Company against

the criteria described in the Terms & Conditions entails concluding the Agreement with the Company as part of the Campaign.

8. The Partner, by participating in the Campaign, declares that they accept and agree that the Company may change the price of the Item listed as part of the Campaign in accordance with their request and the data provided in the submission form.
9. In the case of Limited Offers, cooperation conditions, including Offer promotion time, are decided separately, for a definite period, and individually for each Partner.

Section 4. TERM OF THE AGREEMENT

1. Regardless of the User meeting the terms specified in Sections 2 and 3 above, in justified cases, in particular, when the User:
 - a. fails to comply with 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 the failure to meet the obligations related to the participation in the Campaign;

The Company reserves the right not to qualify the User for the Campaign. In the situation referred to in the previous sentence, the Company shall justify its decision at the User's request.

2. The Company may at any time verify the requirements referred to in Sections 2 and 3 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. At any time, the Company may exclude the Partner from the Campaign depending on the scale of the violation if:

- a. The activities of the Partner on Allegro are harmful to other Allegro Users or to the Company;
 - b. The Partner has outstanding payments for services provided by the Company for at least 2 settlement periods;
 - c. The Partner violates the provisions of these Terms & Conditions or the Allegro Terms & Conditions;
 - d. If sanctions have been imposed on the Partner due to a violation of rules regarding sales of illegal products under paragraph 8.4 of the Allegro Terms & Conditions.
4. **The Company reserves the right to conduct a subsequent verification of the Offers qualified for the Campaign in terms of their attractiveness, on the basis of the criteria specified in Section 3(1) above, and remove Offers from the Campaign if they have no selling potential or are no longer attractive in terms of price compared to market prices and prices on Allegro.**

Section 5. BENEFITS FOR PARTNERS

- 1. The Company may, at its sole discretion, promote Offers included in the Campaign:
 - a. in promotional areas on Allegro made available for the Campaign;
 - b. In email communication sent to Buyers.
- 2. As regards Partners proposing limited Offers, the Company grants them benefits specified in separate arrangements between the Company and the Partner.

Section 6. PERSONAL DATA

- 1. Allegro.pl 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 7. FINAL PROVISIONS

1. The Company may share with Partners the reports concerning the results generated in the campaign in the Partner's Offers.
2. Any complaints related to the Campaign must be lodged in electronic form within 14 days of the incident being the basis for the complaint, via the contact form available at <https://allegro.pl/pomoc/kontakt?kategoria=0b6a5987-d763-4373-9f9e-145bafafc022&subjectId=43c959cd-f86b-44dd-b7f4-34f9f4a1d372>
3. For matters not specifically provided for in these Terms & Conditions, the relevant provisions of the Allegro Terms & Conditions will apply accordingly.
4. The Terms & Conditions are available at: <https://salescenter.allegro.com/terms/regulamin-kampanii-black-weeks-2025-q0kKZ5odIFk> in a format allowing for their easy reading and printing.

Appendix 1

Specific provisions for allegro.pl (Poland)

1. **Medical devices:** Participation of Offers with medical devices shall only be possible after the Partner has submitted a written statement, as per Section 10 of the Allegro Terms & Conditions, to the Company's address.
2. **Excluded categories:** In addition to forbidden items (Appendix No. 1 to the Allegro Terms & Conditions), the Campaign may not promote, i.a.:
 - a. Access to digital distribution platform accounts, such as, e.g., Steam, Origin, Ubisoft Connect, GOG, Xbox Live, PlayStation Store,
 - b. Goods dispatched from outside the European Economic Area, without the possibility of issuing a fiscal document in Poland,

c. In the Games category, only Goods sold under a full ESD license are eligible for promotion,

d. Goods listed in the following categories:

Real Estate (20782)

Automotive - Cars (149)

Automotive - Motorcycles and Quads (300685)

Automotive - Other Vehicles and Boats (4079)

Health - Medicine Cabinet Essentials - OTC Medication (122432)

Home and Garden - Equipment - Funny Gadgets (121237)

Home and Garden - Equipment - Holiday and Occasional Decorations -
Fireworks (300733)

Sports and Travel - Military - Self-defense - Stun Guns (253956)

Supermarket - Groceries - Alcohol Free - (261477)

Supermarket - Pet Supplies - OTC Veterinary Medicines (321823)

Collections and Art - Collections - Militaria - Weapons (3690)

Collections and Art - Collections - Tobacco Accessories (47937),
excluding Lighters (47956)

Kids - Kids' Feeding - Kids' Food - Modified Milk - First Milk (256973)

Supermarket — Alcohol (322982)

Supermarket - Groceries - Alcohol Free - (261477)

Appendix 2

Specific provisions for allegro.cz (Czechia)

1. **Excluded categories:** In addition to forbidden items (Appendix No. 1 to the Allegro Terms & Conditions), Offers from the following categories are excluded from the Campaign:

Electronics - Consumer Electronics and Household Appliances -

Electronic Gadgets - Accessories for Tobacco Heaters (321903);

Health - Natural Medicine - Vaporizers (321959);

Collections and Art - Collections - Tobacco Accessories - Other (47957);
Collections and Art - Collections - Tobacco Accessories - Accessories
(78995);
Kids - Kids' Feeding - Kids' Food - Modified Milk - First Milk (256973)

Appendix 3

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

1. **Excluded categories:** In addition to forbidden items (Appendix No. 1 to the Allegro Terms & Conditions), Offers from the following categories are excluded from the Campaign:

Collections and Art > Collections > Militaria > Chivalry > Weapons
(93543)

Collections and Art > Collections > Militaria > Literature > Books >
Published after 1945 > Armored Weapons (12074)

Collections and Art > Collections > Militaria > Weapons (3690)

Collections and Art > Collections > Model Building > Modeling
Blueprints (1273)

Collections and Art > Collections > Tobacco Accessories (47937)

Electronics > Consumer Electronics and Household Appliances >
Electronic Gadgets > Accessories for Tobacco Heaters (321903)

Health > Natural Medicine > Vaporizers (321959)

Sports and Travel > Military > Air Guns (253883)

Sports and Travel > Military > ASG (253882)

Sports and Travel > Military > Paintball (253955)

Sports and Travel > Military > Self-defense > Kubotans (253967)

Home and Garden > Equipment > Holiday and Occasional Decorations
> Fireworks (300733)

Kids > Modified Milk (256973)

