

SHAKE AND TAKE™ COLD COFFEE PROMOTION 2025 – UK PROMOTION FULL TERMS AND CONDITIONS

The following information on how to claim the offer forms part of these terms and conditions ("Terms and Conditions"). Participation in this Shake and Take cold coffee promotion 2025 - UK Promotion ("Promotion") is deemed an acceptance of these Terms and Conditions. Claims must comply with these Terms and Conditions to be valid. Claimant must comply with the eligibility and claim requirements set forth herein in order for the claim to be valid.

1. The promoter is BRG Appliances Limited, Studio 6-90 Paul Street, London EC2A 4NE (United Kingdom) ("Promoter" or "Sage").
2. The Promotion commences at 12.01am GMT on **Wednesday, 23 April 2025** and closes at Midnight GMT on **Tuesday, 02 September 2025** ("Promotional Period"). The Promotional Period may be extended in the sole discretion of the Promoter. Notwithstanding the foregoing, Claimant must submit the Online Claim by **Tuesday, 16 September 2025**.

Definitions

3. For the purposes of these Terms and Conditions:
 - a. "Household" means any of the following: spouse, ex-spouse, de facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother or step-brother (whether natural or by adoption), sister or step-sister (whether natural or by adoption), or first cousin.
 - b. "Purchase" means either making full payment for a Participating Product during the Promotional Period or successfully and validly purchasing a Participating Product by entering a final and binding finance agreement which finances the purchase of a Participating Product during the Promotional Period.
 - c. "Proof of Purchase" means generally a value-added tax ("VAT") invoice or receipt clearly confirming a Purchase. The Proof of Purchase must clearly specify:
 - I. the Participating Product that was Purchased;
 - II. the price paid for the Participating Product;
 - III. from where the Participating Product was Purchased, including either Promoter or a Retailer; and
 - IV. the date that the Participating Product was Purchased during the Promotional Period and prior to the claim being made.

Participating Products

4. "Participating Products" (hereinafter, each a "Participating Product", collectively, "Participating Products") consists of the following Sage Products.

Participating Products for Gift Pack:

- the Barista Touch Impress SES882,
- the Oracle Jet SES985

Gift

5. Details regarding the Gift Pack (the “Gift”) that Claimant receives will depend on the Participating Product that was Purchased as set forth below:
 - a. Gift Pack; Claimants will receive the following:
 - i) the Shake and Take™ SEA050, £34.95
 - ii) Roaster developed cold coffee recipes, no retail value

Eligibility

6. To be eligible to claim a Gift, each “Claimant” must:
 - a. be currently living in one of the Participating Countries with a valid postal address in one of the Participating Countries. The “Participating Countries” include: United Kingdom
 - b. be aged 18 years old or over;
 - c. not be an employee of the Promoter or of any agency associated with this Promotion, or be a member of the same Household as such a person;
 - d. must Purchase the Participating Product for personal use and not for commercial purposes, re-sale, re-supply, rental, hire purchase or any other indirect use;
 - e. make a Purchase and retain the original Proof of Purchase with respect to that Purchase.

7.How it works:

7.1 If you purchase a Participating Product from an Authorized Retailer, retain your original Proof of Purchase.

- Go to <https://www.sageappliances.com/account/en-gb/product-registration> by Tuesday, 16 September 2025. There you will create a Sage account and register your Participating Product. You will be asked to upload a copy of your Proof of Purchase, select your preferences for the two complimentary bags of coffee beans and provide information necessary for us to ship them to you. Your free Shake and Take will be processed as part of the bundle. When you complete the process, you will receive an email confirming your registration. You should then hear from us within 5 days confirming your approval of the free Shake and Take™.
- Claims must be submitted by Tuesday, September 16, 2025.
- In order to redeem the Gift, Customers will need to register their product on the sage website to claim the gift and upload their proof of purchase.
- After Claimant redeems their Gift, Promoter will endeavour to arrange the first delivery within 14 days of the notification email.

7.2 If you purchase a Participating Product directly from Sageappliances.com, as part of the purchase process, you will select your preferences for the complimentary beanz.com coffee beans. Your free Shake and Take processed as part of this bundle.

After you complete your checkout, you will receive an order confirmation email.

Delivery

8. There will be no delivery fee for deliveries made within the country of purchase. Change of delivery address must be done prior to order being shipped. If a delivery has already been dispatched before notification of any change of delivery address, Claimant may not receive the delivery and Sage will not be responsible or liable for the delivery.
9. If any portion of the Gift becomes unavailable for reasons beyond the Promoter's control, the Promoter may substitute a gift of equal or greater value at the Promoter's sole discretion. Claimant will not be entitled to any additional compensation in the event that a gift has been substituted at equal or greater value.

Invalid claims

10. In the event that Promoter determines in its sole discretion that a Claimant's Claim is invalid, that Claimant will be notified of the reason for this determination via the email address provided ("Invalid Claim Notification Email"). The Claimant will have until midnight on the 14th calendar day after the Invalid Claim Notification Email is sent to provide a valid Proof of Purchase, as applicable, by responding as set forth in the Invalid Claim Notification Email.
11. The Promoter may invalidate a claim if a Claimant fails to provide a valid Proof of Purchase by the 30th calendar day after the Invalid Claim Notification Email is sent, and the Claimant will not be eligible to receive the Gift.
12. The Promoter may, at any time, verify the validity of any claim and any Claimant (including a Claimant's identity, age and place of residence) and Proof of Purchase, and disqualify any Claimant who submits a claim that is not in accordance with these Terms and Conditions or who tampers with the claim process. All decisions of the Promoter are final and non-negotiable. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. Sage reserves the right to request and inspect original purchase receipts, to check all claims for compliance with these Terms and Conditions and to request any missing Proofs of Purchase.
13. Incomplete, indecipherable or illegible claims will be deemed invalid. Claimant is responsible for ensuring the correct contact email address and other details are provided pursuant to the requirements herein and that the Promoter is notified of any updated details. The Promoter accepts no responsibility if a Claimant fails to notify the Promoter

of correct details or of a change to those details pursuant to the requirements herein. Claims containing false, misleading or fraudulent information will not be processed, nor will submissions containing false, misleading or fraudulent information. Sage is entitled to exclude Claimants from the Promotion who do not fulfill the conditions of participation, violate the conditions of participation, provide incorrect personal details or use dishonest means. If there is a reason for exclusion, Sage is entitled to prohibit such Claimant from receiving the Gift or – if it has already been supplied – demand its return.

Privacy

15. Claims remain the property of the Promoter. Sage and its agents collect personal data for the purposes of administering the Promotion and may disclose such data to third parties for this purpose, including, but not limited to agents, contractors, service providers, offer suppliers, shipping service providers and, if required, to regulatory authorities within and outside Europe. The validity of claims is dependent on the providing of this information. Sage and its agents may use the information indefinitely, unless otherwise stated, to organize the Promotion in accordance with the General Data Protection Regulation (“GDPR”). It is understood that these Terms and Conditions incorporate <https://www.sageappliances.com/uk/en/legal/privacy-policy.html> and by entering the Promotion, the Claimant accepts the terms of <https://www.sageappliances.com/uk/en/legal/privacy-policy.html>. More detailed information can be found here at <https://www.sageappliances.com/uk/en/legal/privacy-policy.html>. Participants are entitled to withdraw from Participation in the Promotion at any time.

General

16. Limit of one (1) Gift applies per Household. Gifts are not redeemable for cash.
17. The Promoter and its associated agencies accept no responsibility for lost, stolen, late, damaged or misdirected claims.
18. This promotion is only available while supplies last.
19. If a Participating Product is returned within six (6) months, the Gift must be returned immediately, or the corresponding refund will be issued less the value of the Gift.
20. Promotion may not be transferred or re-sold and is subject to change or discontinuation without notice at any time. Offers do not apply to past orders, bulk orders, back-ordered items or out-of-stock items.
21. Any costs associated with this Promotion and making a claim is each Claimant's responsibility. All taxes which may be payable as a consequence of receiving a Gift are

the sole responsibility of the Claimant. All other ancillary costs including but not limited to insurance, taxes and any and all other expenses are the responsibility of the Claimant.

22. The Promoter makes no guarantee of the availability of its web services and will not be held responsible for any interruption of service that may interfere with a Claimant's ability to participate in this Promotion.
23. Sage reserves the right to modify the Terms and Conditions of this Promotion during the Promotion and to adapt them to the changed circumstances. Sage reserves the right, without prior notice, to interrupt or terminate this Promotion at any time (including prematurely) or to extend it, without taking into account your interests or the interests of any Claimant. This applies in particular in cases of force majeure, unexpectedly high demand for Participating Products and in cases where the proper implementation of the Promotion cannot be guaranteed for technical and/or legal reasons.
24. Subject to these Terms and Conditions and to the maximum extent permitted by law, the Promoter (including its officers, employees, representatives, and agents) excludes and disclaims all liability for any personal injury, or any loss or damage (including loss of opportunity), whether direct, indirect, special or consequential, arising in any way out of the Promotion, including, but not limited to, where arising out of the following:
 - a. any technical difficulties or equipment malfunction (whether or not under the Promoter's control);
 - b. acts or omissions (including negligent acts or omissions) of the Promoter's officers, employees, representatives, or agents involved in the conduct of this Promotion;
 - c. any theft, unauthorised access or third-party interference;
 - d. any original Purchase documentation that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; and
 - e. any tax or other financial liability incurred by a Claimant.
25. By registering the Participating Product, and by claiming the Gift, the Claimant agrees to these Terms and Conditions and further acknowledges that Claimant has read and accepted the Terms and Conditions of this Promotion.
26. If any provision of these Terms and Conditions of Service should be deemed invalid in whole or in part, this does not affect the validity of the remaining provisions. An ineffective provision shall be replaced by a provision which is legally permissible and which comes closest to the provision deemed invalid, in terms of content. The same applies to possible regulatory gaps.
27. The law of the country of purchase shall apply.
28. Consumer promotion support is available at: +448081781650