

## **LAFUMA MALAYSIA ADVENTURE GROUP**

### **Benefits & Privileges**

LMAG membership is specially designed to reward our Malaysian customers. LMAG membership application is subject to the qualifying criteria set out below and only recognized at participating outlets in Malaysia.

#### **Lafuma Points**

Your LMAG membership is uniquely designed to reward you with Lafuma Points for purchases made at any **\*participating outlets** in Malaysia. For every RM1 of purchase earns you 1 Lafuma Point. **You earn points for any and all purchases of Lafuma items, even discounted except for special on-sale items.** These points accumulate and do not expire as long as you maintain a valid LMAG membership.

For every 500 Lafuma Points that you accumulate, you can request to redeem for a Lafuma Cash Voucher worth RM20. These Lafuma Cash Vouchers are valid for 6 months and can be used to buy only normal price items in any **\*participating outlets** in Malaysia, up to its face value.

#### **Birthday Rewards**

Celebrating your birthday? Then go visit a Lafuma **\*participating outlets** near you and treat yourself with doubled Lafuma Point. Just present your LMAG membership card and your new identity card as proof of your birth date and you shall earn yourself 2 Lafuma Points for every RM1 of purchase you made on this special day. **You earn points for any and all purchases of Lafuma items, even discounted except for special on-sale and best-buy items.**

#### **Fashion Launches / Outdoor and Special Events**

Members may be invited to participate in or attend certain outdoor events, including fashion launches, organized or sponsored by YellowStone Sdn Bhd.

#### **Membership Validity**

Your membership is valid for 24 months. During this period, you will enjoy all benefits and privileges accorded to all active members. In addition, your Lafuma Points do not expire as long as you maintain a valid membership. However, should you choose, for whatever reason, not to renew your membership, all your Lafuma Points are automatically forfeited. Forfeited Lafuma Points cannot be reactivated.

To ensure continuous enjoyment of your LMAG membership, please ensure that you renew your membership prior to its expiry by making a minimum cumulative purchase of RM1,000 at any **\*participating outlets** in Malaysia throughout the two years of your membership.

## **Terms And Conditions**

The LMAG membership card (the “Card”) is issued by YellowStone Sdn Bhd (the “Company”) to qualified customers and affiliate members for use in any Lafuma participating outlets in Malaysia subject to the following terms and conditions.

### **The Card and Privileges**

- The Card acts as a loyalty card and is only valid at Lafuma **\*participating outlets** in Malaysia.
- Lafuma Points are accumulated each time the Card is presented while making purchases at any **\*participating outlets** in Malaysia.
- A member is entitled to a single once-a-year special Birthday Rewards of earning 2 Lafuma Points for every RM1 purchase on all normal-priced and discounted items except for special on-sale and best-buy items purchased from any Lafuma **\*participating outlets** in Malaysia on the date of his or her birthday.
- A member is entitled to participate in activities organize by **Lafuma Affiliates** at special rates (if only specify in each organized activities). A member shall strictly adhere to the terms and condition of the organizer for each of the activities and LMAG and the Company shall not be responsible for any losses that may arise from participating in these activities.
- The Card is not valid at departmental store concessionaires and other independent retail outlets (not listed as participating outlets) carrying **Lafuma** merchandise in Malaysia.
- The Card should not be used together with other discount instrument and any program arrange with third parties such as credit card companies and etc.
- The Card is valid for a period of 24 months from its date of issue and is renewable upon expiry.
- The Card is not transferable and only entitles the member whose name and identification appear on the Card to the benefits and privileges accorded by the Company, subject to the terms and conditions as described herein.
- The Card is strictly a means of evidencing the cardholder’s entitlement to the privileges prescribed and is not to be used as a charge or credit or authority card.
- The member is responsible for advising and updating the Company of any changes to particulars pertaining to his or her membership.
- The Card remains the property of the Company and must be surrendered to the Company upon request. If the Card is found, it should be returned to the nearest **\*participating outlets**.
- In the event of loss or damage to the LMAG membership Card, please contact the Lafuma Loyalty Programme Division in Malaysia: 603-6277 0848 or email your request to [customercare@lafuma.com.my](mailto:customercare@lafuma.com.my)
- A fee of RM30 will be levied to replace lost or damaged LMAG membership card. The replacement period for defects on the card is only valid for one (1) month after the card have been issued to members.

## How to Qualify?

- A customer qualifies for LMAG membership in one of the following ways:
  1. By purchasing a minimum of RM300 of normal-priced Lafuma merchandise in a single receipt from any Lafuma **\*participating outlets** in Malaysia and using the receipt as proof of purchase; or
  2. By registering as member of **Lafuma Affiliates** in Malaysia and by which your membership in our Affiliates has been shared with us.
- Upon qualification, the customer must then complete the LMAG membership application form, attach the proof of purchase and submit the application to any **\*participating outlets** in Malaysia or mail it to: Lafuma Malaysia Adventure Group Membership Centre, YellowStone Sdn Bhd, No.16, Jalan Telawi, Bangsar, 59100 Kuala Lumpur.
- The LMAG application form can be obtained from any Lafuma **\*participating outlets**, our Affiliates committee as well as download from our website here. (Click to download the LMAG application form)

## Redemption

- One (1) Lafuma Point is earned for every RM1.00 spent at Lafuma **\*participating outlets**.
- In the event of decimals in the process of conversion to points, the mathematical rounding method shall be used to determine the number of points earned.
- Lafuma Points shall be awarded for purchases of all merchandise in any Lafuma **\*participating outlets**, inclusive of discounted items except for special on-sale and best buy items.
- Redemption of Lafuma Points is made upon request at **\*participating outlets** and not automatically. Every 500 Lafuma Points accumulated will earn a Lafuma Cash Voucher worth RM20.
- The Lafuma Cash Vouchers are valid in any **\*participating outlets** in Malaysia and can be used only to buy normal priced item in the store, up to its face value.
- No cash refunds will be made for any unused portion of the Cash Voucher.
- Each Cash Voucher is valid for 6 months from its date of issue.
- Lafuma Points earned are not exchangeable or redeemable for cash or items other than the Cash Voucher.
- Lafuma Points earned cannot be transferred, sold or otherwise assigned to any other person.
- Lafuma Points may be carried forward for as long as membership is valid.
- Lafuma Points are not transferable and expire with the membership.
- Total Lafuma Points accumulated may be checked by sending an email to [customercare@lafuma.com.my](mailto:customercare@lafuma.com.my) by indicating your name, identity card, membership number and date of issuance of your membership card.
- Cardholders are advised to retain their purchase receipts for purpose of verification of total number of Lafuma Points earned.

### **Relationship of the Parties**

- The relationship between the Company and any cardholder is one of independent contractors.
- No cardholders shall be construed as an officer, employee, associate, distributor, dealer, agent or representative of the Company for any purpose.
- Cardholders, whether individually or collectively, do not have the capacity and are not authorized to act on behalf of the Company and are not to hold themselves as having the authority to bind the Company, contractually or otherwise, or transact any business on its behalf.
- Cardholders are independent of each other and nothing herein shall be taken to suggest the constitution or existence of a society or club.
- The Company's decisions on any or all ambiguities arising from the award of Lafuma Points, the redemption of Lafuma Points and, the approval, renewal and expiry of membership shall be final and binding.
- The Company reserves the right to refuse any redemption or cancel any issued Cash Voucher if it has any reason to suspect any fraudulent accumulation of points or wrongful recording of points.
- The Company reserves the right to adjust the cardholder's points balance in any event of fraudulent points accumulation, wrongful recording of points or any points awarded in transactions which have been canceled or where a refund had been given.
- The Company reserves the right to omit, add or otherwise amend any or all LMAG membership card terms and conditions without any prior notice. Any amended term or condition immediately overrides its existing counterpart.
- The Company reserves the right to use the LMAG membership database for its own marketing purposes.
- The LMAG membership card is not transferable and the Company reserves the right to decline the issuance of, withdraw the LMAG membership card or terminate membership as and when necessary without notice.
- The Company reserves the right to suspend or terminate the program at any time it deems necessary by giving whatever notice it deems appropriate.
- Should any dispute arise, the English version of the terms and conditions shall prevail.