

LOYALTY PROGRAM: REAL LOYALTY

1. Program Registration

Registration to the **Real Loyalty** program is completely free and voluntary. By affiliating, each member accepts the present terms and conditions and the privacy notice. All data provided will be stored and protected under the **Ley Federal de Protección de Datos Personales**. Membership to the program is personal and non-transferable, and only people of legal age (18+) can participate.

2. Membership

The membership will be exclusively digital and non-transferable, and will be sent to the e-mail given at the moment of registration. If registration to the program is made via phone and/or in person, an e-mail will arrive to validate the given data by the member, for identification in the platform will be via the registered e-mail at the moment of affiliation. It is the member's obligation to update their data to ensure the effective communication of the program. The members may check their account status in the website www.realloyalty.com or through the official app of the program.

3. Loyalty Accumulation

Members of the program will accumulate **loyalties** for every expense made in stays, food and beverage in hotel's participating Consumption Centers, even without being guests at the hotel, as long as their membership number is provided at the moment of consumption. The **loyalties** will be accredited within the next 72 hours following Check-out or consumption.

Members will accumulate **10 loyalties for every \$20.00 MXN** before taxes and services. **Loyalties** accumulation will not apply in banquets, special events, additional services, tips or taxes. Some rates different to the public one such as wholesale, flight crews, groups, online agencies, exclusive promotions and packages, among others, are also excluded.

Loyalties for stays, products and services acquired before the member's registration date in the **Real Loyalty** program will not be accumulated.

To be able to accumulate **loyalties**, the booking or consumptions will have to be made to the member's name.

In case the monthly **loyalties** accumulation exceeds the identification threshold established in the applicable legislation according to the artículo 17, fracción II of the LFPIORPI, the necessary information and documentation will be required to enforce the law. In case of infringement of falsehood in the provided information, the Real Loyalty program will proceed to cancel the membership and the accumulated points by the member will be annulled, without any responsibility for the Real Loyalty Program.

4. Loyalty Redemption

The accumulated points have no monetary value and their sale is forbidden, except under the stipulated conditions. **Loyalties** can be redeemed for hotel nights, consumptions in restaurants, products from the prize catalog, and other services offered by **Real Loyalty**. **Loyalties** redemption is subject to availability and program's policies.

Bookings made through **loyalties** redemption must be made with at least **72 hour anticipation**, and cancellations will be subject to each hotel's policies.

The **Real Loyalty** program will not hold any responsibility for the non-compliance of a reservation due to reasons outside of it, such as fortuitous events or acts of God, which implies the member of the program will not have the right to demand any tupe of compensation.

Loyalties redemption made for catalog prizes, services, experiences, certificates, coupons or vouchers are definitive and will not be canceled nor refunded under any circumstances. Once the transaction is confirmed, the member accepts that no **loyalty** returns nor changes will be made in the selection of the redeemed reward.

5. Loyalty Validation

Loyalties have a **24 month** validity at the date of accumulation. **Loyalties** not used during that period will be eliminated from the system automatically. It is the member's obligation to know about the expiration dates and the account's balance.

6. Membership Inactivity and Cancellation

Members that do not show activity during an **18 month** period will be eliminated from the program automatically. Furthermore, **Real Loyalty** reserves the right to suspend, cancel or temporarily or definitively remove a member's membership for non-compliance of the general established conditions. In case of membership cancellation, all the accumulated **loyalties** will be annulled without any responsibility for the program.

7. Condition Modification

Real Loyalty reserves the right to modify, suspend or terminate the program at any given point and without any responsibility. In case of program termination, **loyalties** that were not used will be annulled. Any change will be communicated through the program's official channels, such as the website, mobile app or e-mail.

8. Membership Inactivity and Cancellation

Members must verify the specific terms and conditions of each promotion. Some promotions or special rates are not eligible for **loyalties** accumulation.

9. Balance Verification and Adjustments

Real Loyalty reserves the right to verify and adjust the **loyalties** balance accumulated by members. In case of detecting discrepancies, the emission of rewards might be suspended temporarily until satisfying resolution of any anomaly.

10. Additional Benefits

The program may give additional **loyalties** as part of specific promotional campaigns, timely communicated to members. Said benefits will be assigned to determined groups, according to each promotion's criteria or at the discretion of **Real Loyalty**, without this implicating the obligation to extend the to every member.

11. Third-Party Responsibility

Real Loyalty does not hold any responsibility for the availability of rewards or products offered by companies affiliated to the program.

12. Loyalty Transfer and Legacy

Accumulated **Loyalties** will not be able to transfer between different member's accounts, except for the death of the accounts holder. In which case, the spouse or first line descendants may request the transfer of accumulated **loyalties**, by presenting the required documentation.

13. Payment Methods

Members can use their accumulated **loyalties** to partially or fully pay their stays and consumptions in participating hotels. Payment methods include:

- Full payment with credit, debit card or PayPal.
- Full payment with accumulated **loyalties** (in case you want to redeem).

14. Participation in Alliances

Real Loyalty may integrate new companies affiliated with the program. Communication about alliances will be made through the official channels. **Loyalties'** transfers to affiliated programs will be subject to the policies of each associated program. The redeemed rewards or services will be the affiliated's responsibility. **Real Loyalty** is nor responsible for non-redeemed rewards.

15. Membership Levels

The program has three member levels:

- **Real Blue:** 0 - 19,999 **loyalties**.
- **Real Gold:** 20,000 - 39,999 **loyalties**.
- **Real Platinum:** 40,000 **loyalties** or more.

Permanence at each level will be determined annually based on the loyalty accumulated during that period. Each level offers exclusive benefits, such as:

Real Blue

- Preferential rate (15% discount on public rate)
- 10% discount on food and drinks
- Guaranteed reservation until 6:00 p.m. without a credit card
- Exclusive call center for members
- 10 loyalty ties for every 20 pesos billed

Real Gold

- Preferential rate (15% discount on public rate)
- 10% discount on food and drinks
- Guaranteed reservation until 8:00 p.m. without a credit card
- Exclusive call center for members
- Upgrade (next category, subject to availability)
- 50% parking during your stay
- 10 loyal ties for every 20 pesos billed

Real Platinum

- Preferential rate (15% discount on public rate)
- 10% discount on food and drinks
- Early Check In and Late Check Out (10:00 am - 4:00 pm, (subject to availability))
- Reservation guaranteed until 8:00 p.m., without credit card
- Exclusive call center for members
- Upgrade (next category, subject to availability)
- Complimentary parking during your stay
- Exclusive check-in line

- 10 loyalty ties for every 20 pesos billed

16. Membership Levels

In case of the loyalty program termination, all the accumulated **loyalties** by the member will be voided, without responsibility for **Real Loyalty** in regard to accumulated **loyalties** and non-redeemed rewards. Reservations and consumptions made before said termination, with **loyalties** redemption, will be upheld according to applicable policies at the moment of booking. However, level benefits will also be canceled at that moment, without responsibility for **Real Loyalty**.