

Promotional Terms & Conditions

The promoter is Mamas & Papas (Retail) Limited a company incorporated in England and Wales with company registration number 01529849 and whose registered office is situated at Colne Bridge Road, Huddersfield, HD5 0RH.

1.3 For 2

Purchase three (or more) items from the 3 for 2 offers to take advantage of the discount. For every three items you purchase, the cheapest item will be free. Items from different 3 for 2 promotions cannot be mixed - for the purposes of calculating the free item; all three items must come from the same promotion. We will happily exchange any product returned in accordance with our returns policy for an alternative of up to the same value provided it is within the same 3 for 2 offer. Payment will be charged for any price difference where any exchanged product is of a higher value. Where any exchanged product is of a lower value, no refund of the price difference will be provided. Should any item be returned and not exchanged in accordance with our returns policy, a refund will only be applicable where the returned item was not the free one. No refund will be provided for any free items. Where you return any item without exchanging it and as a result no longer qualify for the 3 for 2 offer (because you only purchased three items from the same 3 for 2 offer), the refund you will receive for any returned item other than the free one will be the cost of the returned item after deduction of the cost of the free item. Offer subject to availability and may be changed or withdrawn without notice by mamasandpapas at any time. Offer has no cash alternative.

2. Promotional gift cards and e-gift cards

From time to time we issue free promotional gift cards. These gift cards are subject to the following terms:

- Only one promotional gift card / e-gift card can be used per transaction;
- Promotional gift cards / e-gift cards can be redeemed at Mamas & Papas stores, online at mamasandpapas.com or over the phone with our Customer Service team;
- Promotional gift cards / e-gift cards cannot be redeemed at other Mamas & Papas stocking retailers;
- Promotional gift cards / e-gift cards can only be redeemed once and the value must be used in full within the transaction. If any item, which has been purchased in full or in part by a promotional gift card / e-gift card, is returned the value of the promotional gift card / e-gift card will not be refunded onto a further gift card or in cash;
- Promotional gift cards / e-gift cards have no cash value;
- Promotional gift cards / e-gift cards shall remain the properties of Mamas & Papas and are not for resale or publication;
- Promotional gift cards / e-gift cards are only redeemable on new orders and cannot be used towards historical orders;
- Promotional gift cards / e-gift cards cannot be used by Mamas & Papas employees;
- The value of promotional gift cards / e-gift cards cannot be used in respect of delivery costs or to purchase gift cards / e-gift cards or products against a dedicated gift / Gift Registry;
- Only one promotional gift card / e-gift card can be claimed per household.

3. Personal Shopping Appointment Exclusive Discount

Booking a personal shopping appointment with an expert at one of our stores has lots of benefits, including an exclusive discount on your purchases to help get you started with shopping for your new arrival. We offer £75 / €75 off purchases when spending between £1,000- £1,499 / €1,000- €1,499; £150 / €150 off purchases between £1,500- £1,999 / €1,500-€1999; £300 / €300 off

purchases between £2,000-£2,499 / €2,000-€2,499 and £400 / €400 off purchases above £2,500 / €2,500. This discount is only valid on purchases made at a prebooked appointment in one of our stores. This discount cannot be used against the purchase of any third party branded pushchair including, but not limited to, Bugaboo, Joolz, Cybex, Goodbaby, Baby Zen or Stokke. This discount cannot be used in conjunction with the following: M&P and Me, Ex-Display, Staff Discounts, Cool Card or any other External Company Discounts. Mamas & Papas reserve the right to withdraw or vary this offer at any time. These terms and conditions will be governed by English Law and the exclusive jurisdiction of the English Courts shall prevail.

4. Parent To Be Events

This offer entitles you, the customer, to the following discounts when you book and attend a Parent To Be event and spend: £75 / €75 off purchases when spending between £1,000- £1,499 / €1,000-€1,499; £150 / €150 off purchases between £1,500-£1,999 / €1,500-€1999; £300 / €300 off purchases between £2,000-£2,499 / €2,000-€2,499 and £400 / €400 off purchases above £2,500 / €2,500. This offer can only be used once and must be used on the date of the Parent To Be event you book on to and attend. This discount cannot be used against the purchase of any third party branded pushchair including, but not limited to, Bugaboo, Joolz, Cybex, Goodbaby, Baby Zen or Stokke. This offer cannot be used in conjunction with any Personal Shopping promotion. Customer will receive a free goody bag at the Parent To Be event. This offer is only valid in Mamas & Papas UK & ROI stores that host Parent To Be events. To be eligible you must book your place at a Parent To Be event online at <http://bookingbug.mamasandpapas.com/> . This promotion cannot be used for the purchase of gift cards. There is no cash alternative. Mamas & Papas reserve the right to withdraw or vary this offer at any time. These terms and conditions will be governed by English Law and the exclusive jurisdiction of the English Courts shall prevail.

5. Bundles

Bundles are put together by us and are offered at our sole discretion. Unless otherwise stated, bundles cannot be mixed and matched but are as set by the Company. We reserve the right to vary, amend or withdraw the bundle offers at any time. To benefit from a bundle offer, all items in the bundle must be purchased together at the same time. The price shown for a bundle offer is based on the selling price of each individual item within the bundle, and then discounted accordingly by us.

6. 10% Welcome Discount Code

This code entitles the recipient of the email to 10% (ten per cent) off your next online order at www.mamasandpapas.com. The code is personal to the recipient of the email and cannot be transferred. The code is valid for seven (7) days' from the date of email. Codes entered after this date will not be valid. This code can only be used once by the recipient of the email. The code cannot be applied to any prior online orders. The code cannot be used in conjunction with any other promotional codes. There is no minimum spend required. This offer is only available online at www.mamasandpapas.com for residents in the UK and Republic of Ireland. The code value is as stated and no transfer, substitution or exchange for cash value for products can be made as part of this offer. The code cannot be used against the purchase of Mamas & Papas gift cards. Mamas and Papas reserve the right to withdraw or vary this offer at any time. Any item refunded will be refunded at the discounted price. For further information on returns, exchanges and refunds please

refer to our refund, exchange and returns policy on our website. These terms and conditions will be governed by English Law and the exclusive jurisdiction of the English Courts shall prevail. 8. Urbo Tiba and Marl Exclusive Discount Code for Bounty App Members The discount code is offered by Mamas & Papas exclusively to Bounty App Members, via the Bounty app. The discount code entitles Bounty App Members to an extra £50 / €50 off the Urbo Tiba & Marl collaboration 6 piece bundle, sold exclusively online through Mamas & Papas website (links provided below). The Urbo Tiba & Marl collaboration 6 piece bundle has been put together by Mamas & Papas and is offered at Mamas & Papas sole discretion. Unless otherwise stated, bundles cannot be mixed and matched but are as set by Mamas & Papas, who reserve the right to vary, amend or withdraw the bundle offer at any time. To benefit from a bundle offer, all items in the bundle must be purchased together at the same time. The price shown for a bundle offer is based on the selling price of each individual item within the bundle, and then discounted accordingly by Mamas & Papas. This offer is only available on the UK Mamas & Papas website (<https://www.mamasandpapas.com/en-gb/urbotiba-marl/p/6220x75>) and Republic of Ireland Mamas & Papas website (<https://www.mamasandpapas.com/en-ie/urbo-tiba-marl/p/6220x7502>) The discount code can only be accessed via the Bounty app for residents in the UK and Republic of Ireland. The discount code can only be used for purchases of the Urbo Tiba & Marl collaboration 6 piece bundle made between 00:01 GMT on 1st September 2018 until 23:59 GMT on 30th September 2018, or until stocks last, whichever is the earlier. The discount code cannot be applied to any prior online orders of this collaboration. The discount code cannot be used in conjunction with any other promotional codes. The value of the discount code is as stated and no transfer, substitution or exchange for cash value for products can be made as part of this offer. The code cannot be used against the purchase of any other products. Mamas & Papas reserve the right to withdraw or vary the bundle and / or this offer at any time. The bundle is strictly subject to availability. Any item refunded will be refunded at the discounted price. For further information on returns, exchanges and refunds please refer to our refund, exchange and returns policy on Mamas & Papas website. These terms and conditions will be governed by English Law and the exclusive jurisdiction of the English Courts shall prevail.

7. 15% off Second or Second Stage Car Seat

This code entitles the recipient to 15% (fifteen per cent) off their second or second stage car seat when ordering online at www.mamasandpapas.com. The recipient must have purchased their first car seat after 10/08/2016 either online or in store. If purchased in store, the customer must have created an online account in store at the time, to receive the code. The code is personal to the recipient and cannot be transferred. The code is valid until 31st March 2019. Codes entered after this date will not be valid.

This code can only be used once by the recipient. The code cannot be applied to any prior online orders. The code cannot be used in conjunction with any other promotional codes. There is no minimum spend required. The code value is as stated and no transfer, substitution or exchange for cash value for products can be made as part of this offer.

If the recipient of the code would rather purchase their second or second stage car seat in store, they may present this code or online order confirmation of their first car seat purchased after 10/08/2016 at the till in store to receive the discount.

Customers who purchased their first car seat in store after 10/08/2016 may have received a voucher in store for 15% (fifteen per cent) off their second or second stage car seat. The terms & conditions stated on the voucher apply. Customers who purchased their first car seat in store and did not receive a voucher may show proof of purchase of their first car seat purchased after 10/08/2016 to receive 15% (fifteen per cent) off their second or second stage car seat in store.

Mamas & Papas reserve the right to withdraw or vary this offer at any time. Any item refunded will be refunded at the discounted price. For further information on returns, exchanges and refunds please refer to our refund, exchange and returns policy on our website. These terms and conditions will be governed by English Law and the exclusive jurisdiction of the English Courts shall prevail.