

Value Add Campaign

Terms and Conditions of Participation

Full terms – International Markets (Dealer pick-up)

These Terms and Conditions govern participation in the promotional initiative named “Value Add Campaign” (hereinafter, the “Initiative”), conceived in connection with the celebrations of the 500-year history of Fabbrica d’Armi Pietro Beretta S.p.A. (hereinafter, “Beretta”). The Initiative aims to grant final customers who purchase an eligible Beretta firearm during the year 2026 and who complete the related online warranty registration through the dedicated digital process, a commemorative medal dedicated to the anniversary (hereinafter, the “Medal”), in accordance with the modalities and conditions set out below.

These Terms and Conditions are made publicly available via the Initiative’s landing page and are also accessible within the warranty registration flow by means of a dedicated link. Participation in the Initiative implies full acceptance of these Terms and Conditions, without prejudice to any mandatory provisions of applicable law.

Article 1 – Promoter and Definitions

The promoter of the Initiative is Fabbrica d’Armi Pietro Beretta S.p.A., with registered office in Italy (hereinafter, “Beretta”).

For the purposes of these Terms and Conditions: (i) “Final Customer” means an individual acting as an end consumer and not as a dealer, professional operator or reseller; (ii) “Beretta Firearm” means a firearm branded Beretta, purchased new from authorised channels in a participating country; (iii) “Warranty Registration” means the online procedure carried out on the dedicated platform (registeryour.beretta.com or any successor/linked URL) which associates the firearm’s serial number and the customer’s data to the relevant warranty record; (iv) “Proof of Purchase” means a valid document evidencing the purchase (e.g., receipt, invoice, equivalent fiscal document) and/or any additional information requested by the registration form; (v) “Participating Countries” means the countries in which the Initiative is activated under these Terms and Conditions, as indicated in Article 3.

Article 2 – Subject of the Initiative

The Initiative consists of the free assignment of one commemorative Medal to Final Customers who meet the eligibility requirements and who complete the Warranty Registration within the timeframe set out in Article 4.

The Medal is a celebratory promotional gift. It has no cash value, cannot be exchanged, returned for monetary compensation, or converted into discounts or other benefits. Where local consumer rules provide mandatory rights, those rights remain unaffected.

The Initiative does not replace and does not modify the manufacturer’s warranty conditions for the purchased product, which remain governed by their own terms and related documentation.

Article 3 – Territorial Scope (Participating Countries)

These Terms and Conditions are the specific regulation for the Initiative in the international markets where the Medal is made available for collection at a designated authorised Beretta dealer/Dealer. The Initiative is valid in the following Participating Countries:

- Argentina
- Austria

- Belgium
- Netherlands
- Denmark
- Greece
- Hungary
- Japan
- Pakistan
- Poland
- Portugal
- Romania
- South Africa
- Switzerland
- Turkey

Final Customers may participate only if they purchase a Beretta Firearm in one of the Participating Countries and complete the Warranty Registration related to that purchase within the timeframe set out in Article 4.

Any similar or connected initiatives in other countries are governed by separate terms and conditions and do not fall within the scope of this document.

Article 4 – Validity Period and Time of Participation

The Initiative is valid from 00:00 (CET/CEST) on 1 January 2026 until 23:59 (CET/CEST) on 31 December 2026.

To participate, the Final Customer must purchase an eligible Beretta Firearm during the above period and must complete the corresponding Warranty Registration within the same period.

For the purposes of admissibility, the date and time of participation will be determined based on the logs of the Warranty Registration platform and, where applicable, the date shown on the Proof of Purchase.

Article 5 – Eligibility and Exclusions

Participation is open to Final Customers who are at least 18 years old (or of legal age under the rules applicable in their country of residence) and who can lawfully purchase and possess the product under local regulations.

Without limitation, the following are excluded from participation: dealers, distributors, agents, professional operators purchasing for resale, and any participant who submits untruthful, incomplete, or unverifiable information.

Beretta reserves the right to perform checks and to deny the Medal in case of suspected fraud, abuse, multiple registrations of the same serial number, or any conduct contrary to these Terms and Conditions.

Article 6 – How to Participate (Warranty Registration)

To participate, the Final Customer shall access the dedicated platform and complete the Warranty Registration by entering the required information (including, at minimum, the firearm serial number and the purchase details) and, where requested by the form, upload the Proof of Purchase and/or supporting documentation.

The Final Customer is responsible for ensuring that the information provided is accurate and complete. Beretta shall not be liable for non-availability for collection or delays resulting from inaccurate or incomplete data (including incorrect or incomplete contact details and/or an invalid collection point).

Article 7 – Assignment of the Medal

The Medal will be assigned only after the successful completion and validation of the Warranty Registration. Validation may include automated checks and/or manual review of the Proof of Purchase and the information submitted.

Generally, one Medal is assigned per eligible Warranty Registration linked to a unique firearm serial number, subject to the checks described above and to any limitations required by local law.

Article 8 – Collection of the Medal at Participating Armories

For the Participating Countries covered by these Terms and Conditions, the Medal will not be shipped to the Final Customer's address. Instead, it will be made available for collection at a designated authorised Beretta dealer/Dealer in the relevant country (the "Participating Dealer").

Where the functionality is available, the Final Customer may indicate a preferred Participating Dealers during the Warranty Registration process. If no selection is available and/or no preference is indicated, the collection point will be assigned by the competent Beretta sister company and/or the relevant local distributor based on the purchase channel and local availability. Beretta reserves the right to change the collection points where reasonably necessary (e.g., operational reasons, stock allocation, regulatory constraints).

Warranty registration period	Medal available for collection starting
from January to March	April
from April to June	July
from July to September	October
from October to December	January (2027)

The Final Customer will receive communications at the email address provided in the form regarding the methods and timelines for collecting the medal, as set out in the quarterly table above. Beretta shall not be held liable if the participant does not receive such communications due to reasons attributable to incorrect email addresses, full mailboxes, spam filters, or other impediments not dependent on Beretta.

Availability for collection is expected to follow an indicative quarterly schedule linked to the registration period, as shown in the table below. Therefore, registrations completed during the fourth quarter of 2026 may result in collection starting in January 2027.

Article 9 – Checks, Requests for Information and Rejection

Beretta may request additional information or documentation in order to verify eligibility and/or to resolve anomalies in the registration. The Final Customer undertakes to cooperate and to provide the requested items within a reasonable timeframe.

If the request is incomplete or presents correctable anomalies, Beretta may notify the participant and allow a reasonable time to regularise the request; failing that, the registration may be rejected.

If the registration is rejected, no Medal will be assigned and Beretta shall have no further obligation with respect to the Initiative, without prejudice against mandatory rights under applicable law.

Article 10 – Limitations, Liability and Force Majeure

Beretta shall not be liable for any malfunction, interruption, delay or unavailability of the website, platform, communication networks or other systems, or for external events that may prevent or delay participation, validation, making the Medal available for collection and/or the collection process of the Medal.

The Medal is a commemorative gift; minor differences in finish, colour, or appearance due to manufacturing processes do not constitute defects for the purposes of the Initiative.

Where collection is supported by third parties (e.g., authorised dealers/armories), Beretta's liability, if any, shall be limited to making the Medal available for collection at the same Participating Dealer or, where not reasonably possible, at an alternative Participating Dealers or through other solutions deemed reasonable, subject to availability and applicable mandatory law.

Article 11 – Personal Data Processing

Personal data provided by the participant within the Warranty Registration will be processed by Beretta, as data controller, for the management of the registration, the verification of eligibility, the administration of the Initiative, and the organisation of the collection of the Medal at the Participating Dealer and the related customer service activities.

The applicable privacy notice, including information on legal bases, categories of data, recipients (including service providers and logistics partners), retention periods and data subjects' rights, is available on the registration platform and/or on Beretta's websites.

By participating in the Initiative, the participant acknowledges and takes note that, for the purposes of managing the Initiative and arranging the availability of the Medal for collection in the relevant country, the participant's data will be communicated, as applicable, to the competent Beretta sister company and/or to the relevant local distributor for the destination market, to the Participating Dealer, and to their appointed service providers (where applicable). Such communication will take place in accordance with the applicable privacy notice and data protection laws.

Article 12 – Amendments, Suspension and Early Termination

Beretta reserves the right to amend these terms and conditions, or to suspend or terminate the Initiative early for justified reasons, including, by way of example, the early exhaustion of the Medals or organizational and operational needs.

In such cases, Beretta will provide appropriate notice via the landing page and/or other official channels, clearly indicating when the amendment, suspension, or early termination of the Initiative will take effect.

The rights of participants who, before the effective date of the amendment or termination, have already validly joined the Initiative and follow these terms and conditions shall remain unaffected.

Mere participation in the Initiative or registration on the dedicated website after the deadlines set out in these Rules or in any subsequent communications shall not give rise to any right to compensation, refunds, or damages.

Article 13 – Applicable Law and Jurisdiction

These Terms and Conditions are governed by the laws of the country where the purchase and participation take place, without prejudice to any mandatory consumer protection rules applicable in the participant's country of residence.

Any dispute arising out of or in connection with the Initiative shall be subject to the competent courts as determined by applicable law, including mandatory rules on jurisdiction.

Article 14 – Information and Contacts

For information about the Initiative, participation requirements, collection timeframes and support, participants may refer to the dedicated landing page and the contacts indicated on the warranty registration platform.