M&H Distillery Customer Club

Terms of Enrollment and Membership Benefits (“**Terms**”)

Last Updated: February 14, 2024

The M&H Distillery Customer Club ("**the Club**" or the “**Customer Club**”) is operated by M&H Distillery Ltd., registration number 514910041, located at 16 HaThiya St 16, Tel Aviv (the "**Company**" or the "**Distillery**").

These terms (“**Terms**”) regulate the terms of enrollment, membership, and benefits for Club Members.

- The Company reserves the right to amend these Terms from time to time, subject to the following:
    - Addition of benefits or enhancement of existing benefits (either temporarily or permanently) may be made immediately.
    - Reduction of benefits (if any) shall take place after sending advance notice of at least 100 days to Club Members via email.
- Club Enrollment
    - Anyone eligible to use the website under the Terms and Conditions* (over 18 years old, authorized to consume alcohol, and complying with all other terms of use) may join the Club.
        - The Terms and Conditions published on the company's website at the address: www.mh-distillery.com or at any additional or different address that Company may notify from time to time (the “**Website**").
    - Enrollment in the Customer Club is done by filling out an online form published on the Website.
- Membership Fees and Benefits for Club Members
    - Joining the Club as a member is free of charge.
    - Membership does not require purchase nor a commitment to purchase any products (alcoholic beverages, tours, or other products the Company sells).

- Club Membership requires an email address and consent to receive communications from the Club (including promotional material). We promise not to overwhelm you with excessive messages, and you can always cancel your membership.

- To avoid collecting sensitive personal information, Club Member identification is primarily based on email. The redemption of benefits for purchase (as detailed below) will be, unless otherwise specified, via a coupon code that we will send you via email.

- You may terminate your Club Membership by sending us a message (from the email address you provided during registration or, if you no longer have access to that email or encounter difficulties, by contacting us via the means of contact published on our website). Alternatively, you can send us a message requesting to no longer receive messages in accordance with the instructions provided in any acknowledgment or as detailed in the Company's privacy policy). Termination of Club Membership will result in the cessation of messages, and withdrawing consent to receive messages will result in the cessation of Club Membership.

- Club Membership allows for various benefits as detailed below in these Terms.

- Benefits for Club Members

  - Various discounts and benefits will be announced from time to time.

  - Exclusive rights to purchase special whisky editions for Club Members only.

  - Notifications and updates regarding beverages, promotions, products, and more.

  - Club Member benefits are in addition to other promotional benefits but are limited to a maximum of two benefits in total. For example, suppose the Company announces a promotion for purchasing a specific beverage for a month and offers a birthday celebration benefit (for those buying a beverage on their birthday). In that case, you can choose to apply the Club Membership benefit to the birthday benefit or the promotion benefit, but not to both.

- Membership Period

  - Membership in the Club is indefinite and for as long as we operate the Club and, of course, for as long as you wish to remain our Club Members. You can terminate your membership in the Club at any time.

  - The Company reserves the right to cancel a Club Member's membership in the following cases (this includes, at the Company’s discretion, concerns about the occurrence of the following): fraud, deception, impersonation, violation of the Terms and Conditions, violations of law, conduct detrimental to the Company's reputation, unethical conduct, or unfair conduct.