



RAGMAN Textilhandel GmbH • Kupferschmidstrasse 84 • D-79761 Waldshut-Tiengen

Guidelines for the online sale of RAGMAN products

(Version dated 1 August 2025)

The guidelines for the online sale of RAGMAN products apply to all sales of goods by retailers, specialist dealers or online retailers authorised by RAGMAN. Compliance with the following criteria is a prerequisite for authorised retailers, specialist dealers or online retailers to continue to be supplied with the contractual products in future.

These "Guidelines for the online sale of RAGMAN products" replace all previous guidelines and are supplemented by the "Selective Distribution Guidelines for RAGMAN Specialist Trade Partners" and the "UNIFORM TERMS AND CONDITIONS OF THE GERMAN TEXTILE INDUSTRY".

§ 1 Presentation The retailer/specialist retailer or online retailer shall ensure that the appearance, quality and presentation of the web shop(s) are consistent with and contribute to the reputation and good name of RAGMAN and the service offered. The retailer/specialist retailer or Online retailers shall refrain from making online and offline statements that could damage the name RAGMAN and its goods or mislead consumers.

§ 2 Qualitative requirements for ONLINE activities

1. Positioning as a single/specialist or online retailer with a corresponding premium product range concept in a premium online shop or on a selected brand retailer platform approved by RAGMAN.
2. Offering RAGMAN brand products for sale on online marketplaces (so-called "platforms") that are visible to consumers and do not meet RAGMAN's premium standards (see RAGMAN selective distribution guidelines) is not permitted.
3. The design of the product range (high quality standards, trend factor, look & feel, high-quality images, clear descriptions).
4. Professional presentation of the product range and processing of online purchases.
5. The online consulting options, their quality and customer service, as well as advertising measures, must also be taken into account.
6. When offering and advertising the goods, the retailer/specialist retailer or online retailer shall only use the logos and brands provided by RAGMAN, without any deviations, spelling mistakes or abbreviations. The retailer shall never use symbols such as [™], © or ® or any other references to RAGMAN.

This also applies to search engine advertising (on Google, Bing and/or other search engines, AI or platforms), social media platforms (e.g. Instagram, Facebook, Threads, Tik Tok, etc.), display advertising and retargeting, as well as other online advertising channels where the goods are (or may be) advertised (such as partner and/or comparison sites).

7. Online advertisements are only linked to pages on which the goods are offered. The retailer/specialist dealer or online retailer clearly indicates that they are the party offering the goods.
8. The retailer/specialist or online retailer clearly displays the RAGMAN logos and brands recognisable in the web shop or on social media channels. The use of RAGMAN logos and trademarks for other purposes and/or the use of different logos and brand representations is not permitted.
9. The intellectual property rights to the brands and/or marketing materials remain the exclusive property of RAGMAN at all times. The retailer/specialist dealer or online retailer may not edit or otherwise use RAGMAN's marketing materials in any way that does not meet the premium standards of the brand without RAGMAN's prior consent.
10. The goods are offered by the retailer/specialist retailer or online retailer via a URL that clearly and recognisably displays the name of the retailer and the name RAGMAN in the format described below: "www.nameeeinzelhändler.de/markreragman". The retailer may not use RAGMAN (or a variation thereof) in the domain name of the "first" or "second" level domain name, as shown in the following examples: "www.ragmanshop.de", "www.ragman.shop.de" or "ragman.shop.de". The retailer may not use the term "Ragman Online Shop" or any similar form in the heading of the respective online shop.
11. If the retailer/specialist retailer or online retailer offers the goods online, they shall upload a clear product description with truthful images of the goods offered.
12. The retailer's contact details shall be provided in the retailer's web shop in a manner that is understandable to the consumer.
13. The retailer/specialist retailer or online retailer shall offer the consumer a high-quality service with regard to the (online) sale of the goods.
14. In the event of onward delivery of goods to a third party (excluding consumers), the individual/specialist or online retailer is obliged to impose the aforementioned obligation, where applicable, on this third party in favour of RAGMAN. The obligations of these clauses shall be imposed by the retailer by way of a chain clause. For each violation of the provisions of this article, the retailer shall be obliged to pay RAGMAN an immediately due contractual penalty of €5,000 per violation and €1,000 per day or part of a day that the violation continues. RAGMAN has the right to claim full compensation if the damage exceeds the amount of the penalty.
15. If the online retailer/retailer fails to comply with these guidelines, RAGMAN reserves the right to take (legal) action to enforce these guidelines.
16. For authorised specialist and/or online retailers who purchase RAGMAN products before 31 August 2025, but due to failure to comply with the RAGMAN criteria for selective distribution and/or the "Guidelines for the Internet sale of RAGMAN products" on the part of RAGMAN, a transition period of one year from receipt of the request by RAGMAN will be granted, provided that there are no gross violations of the Ragman requirements.