

AMERICAN EAGLE

UNIVERSITY DISCOUNT PROGRAM

<u>Egypt</u>



OFFER DETAILS

Offer Message: Exclusive University discounts! Extra 10% off on everything.

General Terms & Conditions :

- This offer is valid to all enrolled students & staff of the <u>MSA University in Egypt.</u>
- This offer is redeemable across all American Eagle & Aerie stand-alone stores & online in Egypt.
- This offer cannot be used in conjunction with other offers i.e. bank discount, Alshaya blue card, Aura offer, etc.
- This offer is valid on American Eagle & Aerie full-price and promotional items.
- The offer is valid on multiple transactions.
- The offer is valid from August 15, 2024 June 30, 2025.
- The offer cannot be exchanged for cash.

How to redeem in-store?

- University Students & Staff must present their School Identification Card upon payment transaction
- The Store Team must follow the Payment Transaction SOP provided by the Brand Marketing Team.

How to redeem online?

University Students/Staff must sign up using their University email address.

ONLINE OPERATING PROCEDURE

HOW TO CREATE AN AMERICAN EAGLE/AERIE ONLINE ACCOUNT?

Step 1 : Visit the American Eagle website or download the App and click the 'Sign In ' button at the top right corner of the page.

page will appear to click the

"Sign Up here" button

https://www.americaneagle.com.eg/en/ CD £≡ A» ŵ ŝ G Ē • aerie AMERICAN EAGLE Create an Account Sign In Find Stores العربية Q AMERICAN EAGLE \heartsuit what are you looking for? Women Clearance Men Jeans Aerie Fast delivery available in selected areas Shop online 24/7 eGift Card https://www.americaneagle.com.eg/en/user/logir 🕈 A 🏠 🂲 🗘 🗘 👍 AMERICAN EAGLE aerie Q, AMERICAN EAGLE ΟÔ Jeans Aerie Clearance Step 2 : Upon clicking the 'Sign In', a new landing Sign In Create An Account SIGN IN WITH SOCIAL MEDIA SIGN IN WITH EMAIL ADDRESS Sign up with Facebook SIGN UP WITH EMAIL ADDRESS G Sign up with Google Forgot password DON'T HAVE AN ACCOUNT YET SIGN IN Sign up here I would like to receive exclusive deals

~

and Conditions.

from American Eagle Outfitters.

By registering you agreed to our Terms

CREATE AN ACCOUNT

Step 3 : Once you click the Sign-up button,

the user can create an account by adding the <u>User Name, University Email</u> address (this is a necessary requirement), and <u>Password</u>. Then, click the 'Create an Account'

HOW TO REDEEM THE EXTRA 10% DISCOUNT CODE ONLINE?

Step 1 : Sign in on the American Eagle/Aerie Website or App. Note: The user must use the account with the University email address.

https://www.americaneagl	e.com.eg/en/user/login				🧳 \Lambda 🏠	\$ 3	() (≐	÷ ۵
AMERICAN EAGLE	aerie				Create an Account	Sign In	Find Stores	العربية
what are you looking for?	Q,	AMERICA	N EAG	LE			<pre></pre>	20
		Women Men Jean	ns Aerie	Clearance		Q)	
Sign In						÷.		
SIGN IN W	ITH EMAIL ADDRES	s		SIGN IN WITH S	OCIAL MEDIA			
Email			_	Sign up with	Facebook			
Password		+ Show)	G Sign up with	Google			
SIG		orgot par 4		DON'T HAVE AN AC	COUNT YET?			
				Sign up here				

Step 2 : Choose & add the items you loved to the Basket



+

Step 3: Once you finish adding the items to the Basket, click the 'Basket Icon' located at the top right corner of the page.

what are you looking for?	Q	AMERICAN	EAGLE				♥ AED 348	Ċ	◀—
		Summer Adventure Women Men	Jeans A	erse	Clearance				
ome > AmericanEagle > Wome	in > Tips > Graphic	Teet > AE Classic Graphic Tee							
ViewEdit									
 Revisions Translate 									
4		0	\odot		AE CLASSIC	GRAPHIC TE	E		
a		(CA)	1		AED	90			
1					Pay in interest-free inst	a)ments	•		
6/15					<u>4 interest-free</u> payments o	AED 22.50	Babby		
1					Solit in 4 payments - No la	to feest.	tamara		
					Hologen of Weit Inc.	P mailman			
					Light	t Olue			
	100				Size Guide	Que	may		
		MA			xs	• 1			
		a B							
		Jac -		1	ADD T	O CART			

Step 4: By clicking the Basket Icon, the user will be directed to the order summary page. Apply the University discount code UNI-10 (Add to the promotional code box) and complete the order payment.

Image: A real words Image: A real words Imag								
ber > Brendsd		Summer Adventure	Women	Men	Jeans	Aario	Clearance	
Image: Big in Other your of your of the contract of the co	Home > Shopping Bag							
by shorping Bag (3 herm) De You Have A Promote hall Code: De You Have A Promote hall Code: <td></td> <td>1 Bag</td> <td>2 Sign in</td> <td></td> <td>Delivery at</td> <td>3) Ind Payment</td> <td>ľ</td> <td>Confirmation</td>		1 Bag	2 Sign in		Delivery at	3) Ind Payment	ľ	Confirmation
All of the purp large growth with the stand and the stand a	My Shopping	der qualifies for Free Delivery			D	You Have	A Promotional	Code?
Af Arflere Arfleise / Starby Jan Af Arflere Arfleise / Starby Jan De Starb De Starb De Starby Mark ta bases De Starby Af Tryster Research / Phone Starby De S	ing shopping	oog (o nomz)				10011010		
Construction of the state	1	AE AirFlex+ Athletic Fit Skinny Jean AED 199 AED 114 (Save 40%)				Enter Prom	io Code here	APPLY
At Trajeol Banes Up Poolsis Sire At Trajeol Banes Up Poolsis Sire Sire 478 Sire 478	040	Item code: 130717610 Color: Blue Breeze Size: 28 X 30 Move to fevorites	2	~		J AURA	Join Aura or Sign on this purchase.	In to earn 348 points
Al Inpend Katerio de Protesta Seri Al Inpend Katerio de Protesta Seri Barre 100 Mare to Bandhan Mare to					O	der Summ	ary	
Dire of a 1990 to 100	Ů.	AED 200 AED 120 (Save 40%)				Subtotal		AED 348
Time 15 Transmission of VA Popen instantions of ADD 02 Transmission of VA Popen instantions of ADD 02 Transmission	11	Item code: 3310/5775 Color: Pink Tropics				Order Total		AED 348
Pry in Interest Nue Production		Size: XS	1	~		Excluding del	ivery	Inclusive of VAT
Linganing system of 440 B1 40		THE REPORT OF		-		Pay in inter	est-free instalments	•
Solt in I generate. No lost loss.						4 interest-fre	e payments of AED 87.0	yddat (
						Solt in 4 cas	ments - No late fees.	tamara

Notes:

- The user must meet the minimum EGP350 spend to avail of the free delivery.
- The University's extra 10% discount is not applicable on the delivery fee and VAT.

FREQUENTLY ASKED QUESTIONS

FAQs

1. Can this offer be used in conjunction with any other Brand Promotions & SALE?

- Yes, this is a Transactional level campaign. The extra 10% will be applied during customer check-out/ payment (total receipt).

2. Can a customer avail of the University 10% discount + Bank or Aura offers in the same transaction?

- No, the customer must choose 1x exclusive discount to be applied to the total receipt.

3. Can a customer avail of the extra 10% discount if she/he is a relative of the University student/staff?

- the extra 10% discount can be availed if the owner of the University Identification card is present during the transaction period at the store.

- for online shopping, customers must use the University student/staff email address & apply the discount code.

4. Can a customer avail the extra 10% off multiple times?

- Yes, the University students and staff may enjoy this offer multiple times, the more they shop in-store or online, the more they can enjoy the discount.

5. Is the 10% offer available in stores & online?

- Yes

7

6. Can a customer avail of the extra 10% off inside Debenhams Concessions?

- No, the extra 10% off is valid at the :

*American Eagle standalone stores <u>https://www.alshaya.com/en/brand/american-eagle/egypt/</u>

& online https://www.americaneagle.com.eg/en/

*Aerie Online https://www.americaneagle.com.eg/en/aerie/

THANK YOU!