

## Campaign Terms and Conditions

1. This 80th Anniversary Bonus Miles Promotion (SEA) 2026 (this “Promotion”) is a promotion by Cathay Pacific Airways Limited (Business Registration No. 00015833) and Asia Miles Limited (Business Registration No. 21864649) of 31/F, One Pacific Place, 88 Queensway, Hong Kong (together as the “Promoters”, and each of them as a “Promoter”).
2. This Promotion is only available to Cathay Membership Programme members (“Members”) with a residing address in Singapore, Malaysia, the Philippines, Thailand, and Indonesia. (the “Participating Countries”).
3. Members with a residing address in a Participating Country who have, during the Promotional Period, successfully registered for this Promotion at [https://cloud.e.cathaypacific.com/sea\\_bonus\\_miles](https://cloud.e.cathaypacific.com/sea_bonus_miles) and completed an Eligible Transaction (as defined below) will become eligible members (“Eligible Members”).
4. This Promotion is available from 25 June 2026 to 31 July 2026 (GMT+8), both dates inclusive (the "Promotional Period").
5. Members must complete the registration process and agree to these terms and conditions to participate in the Promotion.
6. It is the responsibility of each Eligible Member to provide accurate and complete information as requested during the registration process, including the Eligible Member's Cathay Membership Programme membership number, surname and first name as registered in the Eligible Member's Cathay Membership Programme membership account. The Promoters shall not be liable for any failure to receive Bonus Miles or any other losses arising from the Eligible Member's failure to provide correct or complete information.
7. To participate in this Promotion, Members must complete points conversion transactions with a payment partner of the Promoters (“Payment Partner”) in Participating Countries, converting the relevant **Payment Partner’s** points to Regular Miles during the Promotional Period ("Eligible Transactions").
8. “Regular Miles” means the standard Asia Miles earned at the applicable conversion rate as agreed between the Promoters and the relevant Payment Partner, which varies across individual Payment Partners. Members can check the applicable Regular Miles conversion rate on [our partner](#) pages, which also set out a list of the Payment Partners.
9. Transactions made using the CIMB Niaga World Cathay Card are not eligible under this Promotion.
10. This Promotion shall not apply in conjunction with other promotions.
11. Each Eligible Member will receive bonus miles equivalent to 10% of the total Regular Miles earned from Eligible Transactions (“Bonus Miles”).
12. Bonus Miles will be completed to the Eligible Member’s Cathay Membership Programme account on or before 31 October 2026.
13. The crediting period for Regular Miles earned through Payment Partners will vary in accordance with Payment Partners’ terms and conditions.

14. The Eligible Members should notify the Promoters by 15 November 2026 if they have not received the Bonus Miles. The Promoters will use reasonable endeavours to investigate and resolve any such claims, but may not be able to do so for claims raised after this date.
15. The Eligible Member's Cathay Membership Programme membership account must remain valid when the Bonus Miles is granted, otherwise Cathay Pacific has the right to forfeit the Bonus Miles.
16. The Bonus Miles earned under this Promotion are non-refundable and cannot be exchanged for cash or other services.
17. The Bonus Miles, once provided to the Eligible Members, are the responsibility of the Eligible Members and if the Eligible Members fail to use their Bonus Miles before expiry in accordance with the Cathay Membership Terms and Conditions, they will not be replaced by the Promoters.
18. The Promoters reserve the right to disqualify a participant in this Promotion in the event of non-compliance with these terms and conditions.
19. The Eligible Members are responsible for the use of Bonus Miles, including complying with all relevant laws and any applicable terms and conditions that may apply to the Bonus Miles.
20. If this Promotion cannot run for reasons beyond the Promoters' control (for example, computer virus, mobile network failure, tampering, unauthorized intervention, fraud, or technical failures beyond our control (as may be applicable), the Promoters reserve the right to cancel, suspend, modify or terminate this Promotion.
21. The Promoters do not accept any responsibility or liability for any problems or technical malfunction of any communication network or for any late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, claims or correspondence whether due to error, omission, alteration, tampering, deletion, theft, transmission interruption, communications failure, or otherwise (as may be applicable).
22. To the extent permitted by law, the Promoters, their agents, employees, contractors, and their representatives will not in any circumstances be responsible or liable to compensate the Eligible Members or accept any liability for any loss, damage, personal injury or death occurring as a result of claiming or receiving the Bonus Miles, except where it is caused by the negligence of the Promoters, their agents, employees, contractors, or representatives.
23. Personal data supplied during the course of this Promotion will only be processed in accordance with the Promoters' Privacy Policy.

24. These terms and conditions and this Promotion are governed by the laws of Hong Kong. If there is any dispute in relation to this Promotion or terms and conditions, Members agree to engage in good faith negotiations with the Promoters in the first instance before commencing any legal proceedings. If Members and the Promoters fail to come to a mutually acceptable resolution following good faith negotiations, Members may commence court proceedings, but Members must do so within the courts of Hong Kong.
25. These terms and conditions are in English, Thai and Bahasa Indonesia. If there is any discrepancy between the language versions, the English version should prevail.
26. Regarding the Promotion advertisements on Instagram and Facebook:
- (a) this Promotion is in no way sponsored, endorsed or administered by, or associated with Instagram and/or Facebook;
  - (b) Members understand that Members are providing information to the Promoters and not to any Instagram or Facebook; and
  - (c) any questions, comments or complaints about this Promotion must be directed to the Promoters and not to Instagram or Facebook.
27. The Cathay Membership Terms and Conditions apply to the use of Asia Miles:  
[https://www.cathaypacific.com/cx/en\\_HK/legal-and-privacy/cathay-membership-terms-and-conditions.html](https://www.cathaypacific.com/cx/en_HK/legal-and-privacy/cathay-membership-terms-and-conditions.html).
28. The Cathay Customer Privacy Notice applies to this Promotion:  
[https://www.cathaypacific.com/cx/en\\_HK/legal-and-privacy/customer-privacy-notice.html](https://www.cathaypacific.com/cx/en_HK/legal-and-privacy/customer-privacy-notice.html).