

**POINTS CONVERSION CAMPAIGN – SUMMER 2026  
TERMS AND CONDITIONS**

**A. Particulars**

<b>Promotion Name</b>	<b>Points Conversion Campaign – Summer 2026</b>	
Promoter	Asia Miles Limited (Company Registration No. 0648244) of 31F, One Pacific Place, 88 Queensway, Hong Kong.	
Jurisdiction	Hong Kong	
Promotion Period	15 June 2026, 00:00 to 14 July 2026, 23:59 (GMT+8), both dates inclusive	
Entry Eligibility Requirements	The Promotion is only applicable to Eligible Members properly registered on the <a href="#">designated webpage</a> within the Promotion Period to participate in the campaign.	
Eligible Members	Eligible Members are only those individuals who are enrolled in the <a href="#">Cathay Membership Programme</a> .	
Eligible Transactions	Eligible Transactions are points conversion transactions made with eligible partners (Appendix A & B) and completed between Promotion Period.	
Participation Procedure	<p>To enter, entrants must, during the Promotion Period:</p> <p><b>10% Bonus Miles (“Offer 1”)</b>            (a) Successfully register on the <a href="#">designated webpage</a> (such members, “<b>Registered Eligible Members</b>”); AND            (b) Convert points from any loyalty programmes (“Points”) from Eligible Miles Conversion Partners (see partner listing in Appendix A) into Asia Miles at their regular miles conversion rate (“Eligible Miles Conversion”).</p> <p><b>Limited-time Bonus Miles from selected partners (“Offer 2”)</b>            (a) Convert points from any loyalty programmes (“Points”) from 12 Eligible Conversion Partners (see partner listing in Appendix B) into Asia Miles at their regular miles conversion rate (“Eligible Miles Conversion”).</p>	
Rewards	Offer 1	Registered Eligible Members will enjoy an extra 10% Asia Miles on top of the regular miles earned from point conversion with Eligible Miles Conversion Partners, capped at a maximum of 3,000 bonus miles per member.
	Offer 2	Eligible Members will enjoy bonus miles from selected partners (Appendix B) with every successful points conversion.

Rewards Restrictions	<ol style="list-style-type: none"> <li>1. The Rewards are not transferable and cannot be redeemed for cash.</li> <li>2. Once the Rewards are provided to the recipient, it is the responsibility of the recipient. If the recipient fails to use their Rewards in time, the Promoter will not extend the validity of the Reward or replace it.</li> </ol>
Rewards Awarding Details	<p><b>Offer 1</b> The bonus Asia Miles will be credited to the eligible members' account by 30 September 2026. This is separated from the regular and bonus miles earned from the partners.</p> <p><b>Offer 2</b> The bonus Asia Miles will be credited to the eligible member's account in accordance with the respective partner's terms and conditions, including the timeline specified by each partner.</p>
Additional Terms	Other <a href="#">Cathay terms and conditions</a> apply.
Promoter's Privacy Policy	<a href="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</a>

## **B. General terms**

1. By submitting your entry and participating in this Promotion you are deemed to have accepted and agreed to be bound by these terms and conditions.
2. Capitalised terms have the meaning given in Part A Promotion Particulars. The Promoter is also referred to as “**we**” or “**us**” in these terms and conditions.
3. This Promotion is organized and provided to you by the Promoter.
4. This Promotion is available in the Jurisdiction for entry to the entrants that comply with the Entry Eligibility Requirements (and if applicable, the Verification Requirements) during the Promotion Period.
5. Entrants must comply with the Entry Eligibility Requirements and Participation Procedure.
6. We will not accept any entry or participation in this Promotion which contains incomplete or illegible information, or which is generated by automated means (if applicable).
7. We reserve the right to disqualify your participation in this Promotion in the event of non-compliance with these terms and conditions.
8. The Rewards are subject to any restrictions specified in the Rewards Restrictions.
9. The Rewards will be awarded to successful entrants in accordance with the Rewards Awarding Details.
10. You are responsible for your use of the Rewards, including complying with all relevant laws and any applicable terms and conditions that may apply to the Rewards as set out in the Additional Terms.
11. If the Promotion cannot run for reasons beyond our control (for example, computer virus, mobile network failure, tampering, unauthorized intervention, fraud, or technical failures beyond our control (as may be applicable), we reserve the right to cancel, suspend, modify or terminate the Promotion at any time without further notice.
12. We 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).
13. To the extent permitted by law, the Promoter, its agents, employees, contractors, and its representatives will not in any circumstances be responsible or liable to compensate the recipient or accept any liability for any loss, damage, personal injury or death occurring as a result of claiming or receiving the Rewards, except where it is caused by the negligence of the Promoter, its agents, employees, contractors, or representatives.
14. Personal data supplied during the course of this Promotion will only be processed in accordance with the Promoter’s Privacy Policy.
15. To the extent permitted by law, the Promoter reserves the right to amend these terms and conditions at any time without notice.
16. These terms and conditions and this promotion are governed by the laws of the Jurisdiction. If there is any dispute in relation to this Promotion or terms and conditions, you agree to engage in good faith negotiations with the Promoter in the first instance before commencing any legal proceedings. If you and the Promoter fail to come to a mutually acceptable resolution following good faith negotiations, you may commence court proceedings, but you must do so within the courts of the Jurisdiction.
17. These terms and conditions are in English and Chinese. If there is any discrepancy between the language versions, the English version that should prevail.

## Appendix A

### Eligible partners for Offer 1:

- 7-ELEVEN
- 8 Continents
- Accor
- Anantara Vacation Club
- Best Western®
- Blue Cross (Asia-Pacific) Insurance Limited
- Brilliant by Langham
- CDF
- China Resources
- CLP
- Ctrip
- DG Lifestyle Store
- Dorsett Hotels
- E-Da World Shopping Mall
- Edenred
- Esso
- everrich Duty Free Shop
- FamilyMart
- FlyerT
- Formosa Oil
- Hami Point
- HAPPY GO
- Heathrow Rewards
- HeyMax
- Hilton Hotels & Resorts™
- Hong Kong Market
- IHG Hotels & Resorts
- INDIGO
- IQAir
- Jinling Hotels and Resorts
- Little Shrimp Trip Info Company
- Macau Golf & Country Club
- mCoin
- Moneyback
- MSIG Insurance (Hong Kong) Limited
- MSIG Mingtai Insurance
- Netmile
- Ocard
- PT ZUP LOYALTI INDONESIA
- pay.com.au
- PayRewards

- Pinkoi.com
- Rakuten
- Rewardz
- Shangri-La Hotels
- Shell
- Shenzhen Yitian Holiday Plaza Co.LTD
- Shin Kong Mitsukoshi Department Store
- Siam Piwat Group's Malls
- Soundwill Club
- Studio A
- Taikoo Li Qiantan
- Taikoo Hui (Guangzhou)
- The Hong Kong Philharmonic Orchestra (HK Phil)
- TWIST
- UpperHills
- ViVi PARK
- Wai Yuen Tong
- World of Hyatt

## **Appendix B**

### **Selected partners for Offer 2:**

- 8 Continents
- Blue Cross (Asia Pacific) Insurance Limited
- Brilliant by Langham
- CLP
- CTRIP
- Dorsett Hotels
- Esso
- FlyerT
- Heymax
- Shangri-La Circle
- Soundwill Club
- Rewardz