

Points Conversion Campaign

Terms and conditions

For The Promotion Offer

1. The Points Conversion Campaign ("**Promotion Offer**") provided by Asia Miles Limited ("**AML**") is valid from 17 June 2024, 00:00 to 16 August 2024, 23:59 (GMT+8), both dates inclusive ("**Promotion Period**").
2. This Promotion Offer is only applicable to selected members who are the intended recipients of designated promotional emails/SMS and whose preferred mailing country is Hong Kong ("**Selected Members**").
3. Under this Promotion Offer, Selected Members who have fulfilled the following requirements ("**Eligible Members**") can enjoy an extra 10% Asia Miles ("**Bonus Miles**") and an additional reward of a 3-course set dinner for two at Felix, The Peninsula, Hong Kong ("**Dining reward**"):
 - i. Register for the Promotion Offer via the designated link on or before 16 August 2024, 23:59 (GMT+8); AND
 - ii. Convert credit card points ("**Points**") from Eligible Finance Partners (see definition in Clause 6) into Asia Miles based on the regular miles conversion rate ("**Eligible Miles Conversion**") within the Promotion Period.

Requirements	Bonus Miles ("Offer 1")	Dining Reward ("Offer 2")
Convert less than 140,000 Asia Miles	10%	N/A
Convert 140,000 Asia Miles or above	10%	Redeem a 3-course set dinner for two at Felix, The Peninsula, Hong Kong with 10 Asia Miles

- The top 250 Eligible Members with the highest total converted miles during the Promotion Period can enjoy an additional 25,000 Bonus Miles (exclusive of Bonus Miles under Offer 1) ("**Offer 3**").

Example: Eligible Member converted 140,000 miles during the Promotion Period

Bonus Miles entitled under Offer 1	If confirmed as top 250 Eligible Members with the highest total converted miles during the Promotion Period, Bonus Miles entitled under Offer 3	Total Bonus Miles entitled during the Promotion Period
140,000 converted miles x 10% = 14,000 Bonus Miles	25,000 Bonus Miles	39,000 Bonus Miles

On top of the Bonus Miles, Eligible Member can also redeem a 3-course set dinner for two at Felix, The Peninsula, Hong Kong with 10 Asia Miles under Offer 2.

- Registration quota is limited to 30,000 and is on a first-come, first-served basis.
- Finance partners in Hong Kong ("**Eligible Finance Partners**") are partners listed under "Other Partner Credit Cards" on the Asia Miles website, under the location of Hong Kong SAR.
- Eligible Members can check with Eligible Finance Partners directly for the list of designated credit cards ("**Eligible Credit Cards**"). The Eligible Miles Conversion may vary among Eligible Credit Cards. There is no limit to the number of conversions and number of Points that can be converted within the Promotion Period.
- This Promotional Offer cannot be used in conjunction with any other promotions, including but not limited to those points conversion offers from Cathay and other Eligible Finance Partners.

For Miles Conversion & Bonus Miles

9. Eligible Miles Conversion does not include miles earned via the following conditions and thus they are not eligible for the Promotion Offer:
 - i. Miles directly earned from the transactions made with the following co-branded credit cards:
 - American Express® Elite Corporate Card
 - American Express® Classic Corporate Card
 - Standard Chartered Cathay Mastercard®
 - Standard Chartered Cathay Mastercard® – Priority Banking
 - Standard Chartered Cathay Mastercard® – Priority Private
 - ii. Miles earned from MOX Bank Limited
 - iii. Miles earned from the welcome offer of designated credit cards
 - iv. Miles earned from other banking products
 - v. Miles converted and bonus miles earned from other points conversion campaigns from Eligible Finance Partners during the Promotion Period
10. The processing time of Eligible Miles Conversion might vary among Eligible Finance Partners. AML accepts no liability for failure or delays in the provision of the Promotion Offer to the Eligible Members for any reason beyond AML's control.
11. AML will credit the Bonus Miles earned under this Promotion Offer to Eligible Members' Cathay membership accounts within 8 to 10 weeks after 16 August 2024. In cases where the information submitted by Eligible Members is incorrect or insufficient for the purpose of delivering the Promotion Offer, AML will not be liable for any compensation after 30 November 2024.
12. The Eligible Member's Cathay membership account must remain valid during the Promotion Period and fulfilment period, otherwise AML has the right to forfeit the Promotion Offer or charge an amount equivalent to the value of the Promotion Offer.
13. The Bonus Miles earned under this Promotion Offer are non-transferrable, non-refundable and cannot be exchanged for cash or other services.
14. Eligible Members may enjoy the Points Conversion Offer once during the Promotion Period. If an Eligible member has submitted multiple registrations, only the first registration record made within the Promotion Period will be taken by AML for the purpose of rewarding the Points Conversion Offer.

For The Dining Reward

15. The Peninsula Hong Kong The Felix 3-course Set Dinner for Two
- i. Eligible Members who are entitled to the Dining Reward will receive a confirmation email/SMS with a designated redemption link by 20 September 2024. Eligible Members can redeem one dining e-voucher with 10 Asia Miles between 20 September and 19 October 2024.
 - ii. The dining e-voucher will be sent to Eligible Member's registered email address in Cathay membership after Eligible Member has completed the redemption.
 - iii. Once the dining e-voucher is successfully delivered, the dining e-voucher is the sole responsibility of the Eligible Members. Lost, stolen, damaged or expired vouchers will not be re-issued or replaced; AML also assumes no responsibility for the denied entry or losing the right to enjoy the Dining Reward.
 - iv. The dining e-voucher is valid from 20 September 2024 to 31 March 2025. The validity will not be extended under any circumstances. It can be used to redeem a 3-course set dinner for two at Felix, The Peninsula, Hong Kong, including Felix Signed seafood, a main course, and a dessert. Blackout dates apply, please contact The Peninsula, Hong Kong directly for details.
 - v. Advance reservation is required and subject to availability. Please contact Felix, The Peninsula, Hong Kong directly for reservation and mention the use of this offer.
 - vi. The Peninsula, Hong Kong and AML's decision shall be final and conclusive.

General Terms and Conditions

16. AML and the Eligible Finance Partners reserve the right to vary, extend, terminate and/or cancel this Promotion Offer or amend these terms and conditions at any time without prior notice. Any benefit or promotional offer for Eligible Members is subject to availability and AML and Eligible Finance Partners may change such offer at their sole discretion from time to time without notice to Eligible Members. In case of any disputes, AML and the Eligible Finance Partners' decision shall be final and conclusive.
17. In case of discrepancy between the English version and Chinese translation of these terms and conditions, the English version shall prevail.
18. Other Cathay Membership terms and conditions apply.