

## Miles Closer to Go Lucky Draw Terms and Conditions

Miles Closer to Go Lucky Draw (the “**Lucky Draw**”) is brought to you by Cathay Pacific Airways Ltd (“**CX**” or “**Cathay**”), its wholly-owned subsidiary Asia Miles Limited (“**AML**”) and Standard Chartered Bank (Hong Kong) Limited (the “**Bank**”).

By registering for or participating in the Lucky Draw, each Eligible Participant (as defined below) agrees and accepts to be bound by these terms and conditions (“**Terms and Conditions**”).

The Lucky Draw runs from 1 November 2024, 00:00 (Hong Kong Time) to 31 December 2024, 23:59 (Hong Kong Time), both dates inclusive (“**Promotion Period**”).

### Eligibility

1. To be eligible for the Lucky Draw, participants must fulfil the following requirements (“**Eligible Participants**”):
  - i. resides in Hong Kong; AND
  - ii. is aged 18 years or older; AND
  - iii. is an existing Cathay member; AND
  - iv. either:
    - (a) is a cardholder holding a Standard Chartered Cathay Mastercard, Standard Chartered Cathay Mastercard – Priority Banking or Standard Chartered Cathay Mastercard – Priority Private (each an “**Eligible Card**”) during the Promotion Period; OR
    - (b) is an applicant who applies for an Eligible Card, completes the submission of all documents required by the Bank, and the designated registration form for the lucky draw during the Promotion Period (“**New Applicant**”).
2. Each Eligible Participant who participates in the ‘Destinations Up Close’ Challenge and successfully complete any challenge (each a “**Challenge**”) between 8 November 2024 and 19 December 2024 is entitled to 1 entry in the Lucky Draw for completing each Challenge, and up to 6 entries for completing all 6 Challenges during the Campaign Period (as defined below).
3. Each Eligible Participant, who is a New Applicant, can enter the Lucky Draw and is entitled to 3 entries in the Lucky Draw by completing the designated registration form for the Lucky Draw, in addition to any entries obtained by completing the Challenges.

### Lucky Draw Prizes

The winners of the Lucky Draw (the “**Winners**”) will receive the following prizes (“**Prizes**”):

Prizes	Asia Miles Reward	Quota
Grand Prize	640,000 Asia Miles	1
Second Prize	440,000 Asia Miles	3
Third Prize	300,000 Asia Miles	10
Fourth Prize	152,000 Asia Miles	20
Special Prize	2,000 Asia Miles	1,000

### Lucky Draw Details

1. Each Eligible Participant can only win at most 1 Prize.
2. The Lucky Draw has one draw only. All entries in the Lucky Draw during the Promotion Period will be pooled for the final draw on 25 February 2025 (Hong Kong Time). The Winners will be drawn among the Eligible Participants randomly at Cathay City, 8 Scenic Road, Hong

Kong International Airport, Lantau. Winning entries will be randomly drawn using computerised means.

3. The Winners of the Lucky Draw will be announced on Cathay's website and published on The Standard and Sing Tao Daily on 4 March 2025 (the "**Announcement**").
4. The Announcement of the Winners of the Lucky Draw will include the Winners' full names, the first 3 characters and last 3 characters of their Cathay membership number and the Prize won by each Winner (e.g. Chan Tai Man, 123\*\*\*\*6789, 640,000 Asia Miles).
5. The Asia Miles reward will be credited to the Winners' Cathay membership accounts within 4-6 weeks after the Announcement.
6. By registering for or participating in the Lucky Draw, Eligible Participants agree that CX/AML will provide Eligible Participants' relevant registration information of the Lucky Draw to the Bank and the Bank will provide the relevant information of the Eligible Participants, including family name, given name, Cathay membership number, approval status, card application date and time to CX/AML for the purpose of participating in the Lucky Draw only. However, the Bank accepts no liability for failure or delay in the provision of the Prizes to the Eligible Participants for any reason beyond the Bank's control.
7. If the information submitted by Eligible Participants is incorrect or insufficient for the purpose of awarding the Prizes under the Lucky Draw, or if AML is unable to credit the Asia Miles to the Winner's Cathay membership account for any reason beyond AML's control, CX/AML and the Bank accept no liability and will not be liable for any compensation.
8. Entry to the Lucky Draw does not guarantee the winning of any Prizes.
9. The Prizes are not exchangeable, transferrable, returnable or redeemable for cash.
10. The Winners' Standard Chartered Cathay Mastercard account and Cathay membership account must remain valid when the Prizes are awarded, otherwise CX/AML and the Bank have the right to forfeit the Prizes including cancelling or reversing any Asia Miles credited to the Winner's Cathay membership account.
11. These terms and conditions are written in English and may be translated into other languages. In the event of any inconsistency between the English version and a translated version, the English version shall prevail.
12. In case of any disputes, CX/AML and the Bank's decision shall be final and conclusive.

### **Liability**

1. Neither AML, CX, nor any of their respective directors, officers, employees, agents or suppliers shall accept any responsibility for any damage, loss, injury or disappointment suffered by any participant or any other persons entering the Lucky Draw or as a result of accepting any Prize.
2. By entering the Lucky Draw, Eligible Participants agree that they shall not assert any claim against AML, CX, their respective directors, officers, employees, agents or suppliers relating to any and all losses or injuries (including special, indirect and consequential losses), damages, rights, claims and actions of any kind resulting from acceptance or use of any Prize.

### **Use of Personal Data**

For the purposes of the Lucky Draw, AML/CX will collect personal data from the participants, including their Cathay membership number, first and last name, and email address for the purposes of (i) processing their registration of the Lucky Draw; (ii) validating their eligibility for the Lucky Draw; and (iii) if applicable, awarding the Prizes. If you fail to provide the requested personal data, you may not be able to participate in the Lucky Draw.

AML/CX will retain the personal data for six months after 4 March 2025, the Announcement, after which it will be deleted. AML/CX will not use the personal data you provided for the



Lucky Draw to update your records. Each participant confirms that he/she has read and fully understands the [Customer Privacy Notice](#).

#### **Rights of CX/AML**

CX/AML reserves the right to disqualify any Eligible Participant who breaches these Terms and Conditions.

#### **Other Terms and Conditions**

The Cathay Membership Programme terms and conditions shall also apply, including the Eligible Participant's Cathay membership and use of Asia Miles. To the extent there is any inconsistency, these Terms and Conditions shall prevail.

#### **Severability**

The invalidity, illegality or unenforceability of any provision in these Terms and Conditions shall not affect the remaining provisions of these Terms and Conditions, which shall continue to be valid and binding.

#### **Governing Law and Dispute Resolution**

The Lucky Draw and these Terms and Conditions shall be governed by the laws of Hong Kong. The Hong Kong courts shall have exclusive jurisdiction to deal with all matters relating to the Lucky Draw and these Terms and Conditions.

#### **'Destinations Up Close' Challenge Details**

1. The 'Destinations Up Close' Challenge (the "**Campaign**") will be held from 8 November 2024 at 00:00 (Hong Kong Time) to 19 December 2024 at 23:59 (Hong Kong Time) ("**Campaign Period**"). Entries received after the Campaign Period will not be accepted.
2. The Campaign will take place over Six (6) consecutive weeks on Cathay social media channels:
  - i. Phase 1 – beginning on 8 November 2024, 00:00 and ending on 14 November 2024, 23:59
  - ii. Phase 2 – beginning on 15 November 2024, 00:00 and ending on 21 November 2024, 23:59
  - iii. Phase 3 – beginning on 22 November 2024, 00:00 and ending on 28 November 2024, 23:59
  - iv. Phase 4 – beginning on 29 November 2024, 00:00 and ending on 5 December 2024, 23:59
  - v. Phase 5 - beginning on 6 December 2024, 00:00 and ending on 12 December 2024, 23:59
  - vi. Phase 6 - beginning on 13 December 2024 00:00 and ending on 19 December 2024, 23:59
3. The Eligible Participants are required to complete a Challenge and submit the designated registration form ("**Registration Form**") with the following information:
  - i. Cathay membership number
  - ii. English name
  - iii. Email address,  
which must be consistent with the records registered in the respective Cathay membership account.
4. Eligible Participants may only complete the Challenge once from each phase of Campaign.
5. The Eligible Participants are required to provide the correct information on the Registration Form, and it cannot be changed once submitted.
6. For the purpose of determining an Eligible Participant's eligibility for the Lucky Draw, the date and time of the submission of the Challenge and the Registration Form shall be



determined based on the system records of AML. CX/AML will not accept responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of or unauthorised access to entries, or entries lost or delayed, whether or not arising during operation or transmission, as a result of server functions, viruses, bugs or other causes outside its control.

To borrow or not to borrow? Borrow only if you can repay!

Trade Promotion Competition Licence No.: 59340-1 (only applicable to lucky draw).