

MILESBACK MID-YEAR CAMPAIGN OFFER TERMS AND CONDITIONS

A. Promotion Particulars

Promotion Name	Milesback Mid-Year Campaign Offer				
Promoter	Cathay Pacific Airways Limited (Company Registration No. 00015833) / Asia Miles Limited (Company Registration No. 0648244) of 31F, One Pacific Place, 88 Queensway, Hong Kong.				
Jurisdiction	Worldwide				
Promotion Period	The promotion lasts from 1 June 2026, 00:00 to 30 June 2026, 23:59 (GMT+8), (both dates inclusive)				
Entry Eligibility Requirements	This promotion is only applicable to Cathay members who are making their first purchase with online merchants on Milesback and have not earned any Asia Miles from Milesback prior to 31 May 2026.				
Maximum Number of Entries	Each eligible member is entitled to earn 1 time only for 500 bonus miles offer. Members must make a purchase with online merchants through Milesback during the Promotion Period ("Eligible Transaction").				
Rewards & Participation Procedure	Eligible members can earn one-off 500 Asia Miles upon eligible spending during the promotion period, when all of the below requirements are fulfilled during the Promotion Period: <table border="1" style="margin-left: 40px;"> <tr> <td>Rewards</td><td>Number of Rewards Available per Participant</td></tr> <tr> <td>500 Asia Miles</td><td>1</td></tr> </table> 1. Each spending must be HKD1,600 / USD200 or above in a single transaction for any Milesback merchants. The equivalent amount in local currency will be determined based on the exchange rate at the time of transaction, as recorded by Milesback. For the avoidance of doubt, the transaction amount recorded in the Milesback system shall be final and conclusive for determining whether the minimum spend requirement is met. 2. Purchases must be made via Milesback website or Asia Miles by Cathay app redirection link for Milesback. AND 3. All cookies are enabled to ensure the transaction is properly tracked. 4. All eligible transactions must be approved by 31 December 2026. The transaction approval date (as determined by the merchant and recorded in the system) shall be final for determining eligibility. 5. Transactions not approved by 31 December 2026 will not qualify, regardless of the original transaction date.	Rewards	Number of Rewards Available per Participant	500 Asia Miles	1
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Rewards Restrictions	The rewards are non-transferable, non-exchangeable, and may not be redeemed for cash.				

Rewards Awarding Details & Rewards Restrictions	Regular miles and bonus miles earned for approved transactions will normally be credited to the members' account 120 to 150 days after the promotion period, but exact lead time may vary between merchants. Bonus miles will only be credited after the regular miles have been issued. Milesback merchant's Terms & Condition applies for miles earning. The rewards are non-transferable, non-exchangeable, and may not be redeemed for cash. Rewards, once provided to the recipient, are the responsibility of the recipient and if the recipient fails to use their rewards in time, will not be replaced by the Promoter. Bonus miles will only be shown in your Cathay membership account statement and will not reflect on your Milesback transaction history.
Additional Terms Rewards Awarding Details	1. Regular miles earned varies by individual Milesback merchants. The exact Asia Miles reward calculations will be made based on the applicable currency exchange rates when a valid purchase is received and validated by the merchants. 2. Asia Miles cannot be earned from purchases made directly with a merchant. Members must log on to their Cathay membership account and visit the merchant's website through Milesback prior to making a purchase. 3. This offer can be used in conjunction with other Milesback promotions. 4. Milesback merchants' participation is subject to change without notice. Please refer to individual merchants' terms and conditions for eligible rewards before proceeding with any purchase. 5. A merchant's product descriptions and purchase conditions may only be available in the merchant's local language. 6. Any transactions that are found to be fraudulent or are eventually cancelled/returned will be considered ineligible for this promotion. 7. In case of dispute, the decision of Asia Miles Limited, Cathay Pacific Airways Limited and Collinson Latitude shall be final. 8. In case of discrepancies between the English and Chinese version, the English version shall prevail. 9. Other Cathay terms and conditions and Collinson Latitude terms and conditions apply.
Promoter's Privacy Policy Additional Terms	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.
Promoter's Privacy Policy	https://www.cathaypacific.com/cx/en_HK/legal-and-privacy/customer-privacy-policy.htm

B. General Terms

- 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.
- Capitalized 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.
- This Promotion is organized and provided to you by the Promoter.
- 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.
- Entrants must comply with the Entry Eligibility Requirements, Maximum Number of Entries and Participation Procedure.
- 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).
- We reserve the right to disqualify your participation in this promotion in the event of non-compliance with these terms and conditions.
- The rewards are subject to any restrictions specified in the Rewards Restrictions.
- The rewards will be awarded to successful entrants in accordance with the Rewards Awarding Details.
- 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.
- 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.
- 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).
- 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.
- Personal data supplied during the course of this promotion will only be processed in accordance with the Promoter’s Privacy Policy.
- To the extent permitted by law, the Promoter reserves the right to amend these terms and conditions at any time without notice.
- 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.
- These terms and conditions are in English, Traditional Chinese and Simplified Chinese. [If there is any discrepancy between the language versions, the English *version prevail*.