

"Exclusive for designated BEA World Mastercard - BEA Mall "1,000 Fun" - Terms and Conditions

1. This promotion runs from 15 April, 2025 to 31 December, 2025, both dates inclusive (the "Promotional Period"). The Promotional Period is separated into 9 phases: Phase 1 from 15 April to 30 April 2025 ("Phase 1"), Phase 2 from 20 May to 31 May 2025 ("Phase 2"), Phase 3 from 17 June to 30 June 2025 ("Phase 3"), Phase 4 from 15 July to 31 July 2025 ("Phase 4"), Phase 5 from 19 August to 31 August 2025 ("Phase 5"), Phase 6 from 16 September to 30 September 2025 ("Phase 6"), Phase 7 from 21 October to 31 October 2025 ("Phase 7"), Phase 8 from 18 November to 30 November 2025 ("Phase 8") and Phase 9 from 16 December to 31 December 2025 ("Phase 9").
2. The promotion only applies to principal holders (the "Cardholders") of designated BEA World Mastercard including Flyer World Mastercard, SupremeGold World Mastercard and BEA World Mastercard ("Eligible Credit Card").
3. During each phase of the Promotion, cardholders can redeem "1,000 Fun" once with their Eligible Credit Card. Each phase has a quota of 1,000 sets. Quantities are limited and are first come, first served while stocks last.

Rewards:

Phase	Promotional Period	Designated Gift Vouchers	Asia Miles	Required Bonus Points	Quota per Phase
1	15 April to 30 April 2025	Saint Honore HK\$25 e-Voucher	500 Miles	1,000 Bonus Points	1,000 sets
2	20 May to 31 May 2025	Hung Fook Tong HK\$20 Gift e-Voucher			
3	17 June to 30 June 2025	Cupping Room HK\$20 Cash e-Voucher			
4	15 July to 31 July 2025	AIRSIM Prepaid Card (HK\$20 stored value incl.)			
5	19 August to 31 August 2025	KKday HK\$20 e-Voucher			
6	16 September to 30 September 2025	Kee Wah Bakery HK\$20 e-Voucher			
7	21 October to 31 October 2025	To be announced			
8	18 November to 30 November 2025	To be announced			
9	16 December to 31 December 2025	To be announced			

4. To be entitled to the Asia Miles Rewards, cardholders must:



- i.) Log in to the BEA Mall App and successfully register with an Eligible Credit Card. During the registration, Cardholders must enter **a valid Cathay membership number of an account in the same name as the Cardholder**. After successful registration, The Bank of East Asia, Limited ("BEA") will send an email to the Cardholder's email address as provided during registration. Registration status and quota are determined by the computer records of BEA. Cardholders only need to successfully register once during the Promotional Period and complete the relevant requirements in order to earn rewards for the relevant phase of the Promotion onwards. For example, cardholders registered during Phase 1 of this promotion do not need to register again in Phase 2 to 9. If cardholders registered during Phase 2 of this promotion, only their Eligible Spending in Phase 2 to 9 will be considered, and no Eligible Spending in Phase 1 will be included in the calculation of the spending rewards. Likewise for Phase 3 registrations.
- ii.) Complete **at least one retail spending with the Eligible Credit Card** within the corresponding month where the designated gift voucher was redeemed.
5. Cardholders who fail to successfully register and provide the number of their valid Cathay membership during the Promotional Period, will be deemed to have forfeited the reward and will be ineligible to get any reward. BEA and Asia Miles Limited will not be liable for Asia Miles being lost or crediting being delayed as a result of either the Cardholder providing incorrect information (including but not limited to a discrepancy between the Cathay membership number and/or membership name and the registered Cardholder name on the Eligible Credit Card) or providing incomplete information.
6. Eligible retail spending includes:
- (i) Eligible local retail spending: local retail transactions/ online purchases.
- (ii) Eligible overseas retail spending: (a) retail transactions made outside of Hong Kong and posted in any currency other than Hong Kong dollars, (b) transactions settled in Hong Kong dollars under Dynamic Currency Conversion, and (c) online transactions posted in any currency other than Hong Kong dollars.
7. Ineligible spending includes interest-free instalment for retail purchase, cash advances, online/Automatic Teller Machine (ATM) bill payments, tax payments, recurring transactions, auto-pay transactions, Octopus top-up transactions by any means (including but not limited to Automatic Add Value Service (AAVS), online or through mobile), fund transfers, purchase and/or recharging of prepaid cards, insurance premiums, "Cash in Hand" programme-related amounts, finance charges, late charges, annual fees, bank charges, casino chip purchases, unposted/cancelled/refunded transactions, and transactions that are found to be fraudulent or are eventually cancelled/refunded.
8. If Cardholders fulfil the above requirement within the relevant Phase in the Promotional Period, BEA will credit the Miles to the Cardholder's Cathay membership account directly, without further notice.

Promotion Phase	Miles Crediting Date
Phase 1 to 3	On or before 31 October 2025
Phase 4 to 6	On or before 31 January 2026
Phase 7 to 9	On or before 30 April 2026

9. Cardholders who have failed to receive their Asia Miles within the period mentioned in Clause 8 are required to inform BEA within 1 month (i.e. For Asia Miles from Phase 1 – 3 by 30 November 2025; For Asia Miles from Phase 4 – 6 by 28 February 2026; For Asia Miles from Phase 7 – 9 by 31 May 2026) otherwise they will be deemed to have forfeited the reward.



10. To claim the Reward, the Eligible Credit Card account should remain valid and in good standing at the time the Bonus Points are deducted and the Asia Miles are credited. In case of any fraud/abuse/reversal/cancellation of transactions in respect of which Asia Miles have been credited, BEA reserves the right to charge the equivalent value of the Asia Miles directly to the Card without further notice, cancel the Cardholder's entitlement to the programme, and/or suspend the Card account for investigation.
11. Cardholders acknowledge that the Asia Miles earned from the Reward shall be credited to their Cathay membership accounts by Asia Miles Limited. BEA makes no warranty that the Asia Miles earned will be accurately credited to the Cardholder's Cathay membership account by Asia Miles Limited and accepts no liability for failure or delay in the crediting of miles to the Cardholder's Cathay membership account for any reason beyond BEA's control. Terms and Conditions of Asia Miles apply for redemption and/or use of miles. For details, please visit www.cathaypacific.com. BEA makes no representations or warranties as to the quality and availability of the Gift Vouchers, services, or information provided by Asia Miles Limited. BEA shall not be liable for any matters arising from or in connection with the Gift Vouchers, services, or information provided by Asia Miles Limited. Cardholders should direct any queries or complaints to Asia Miles Limited. Should there be any further existence of claims or disputes between Cardholders and Asia Miles Limited, BEA should be informed of such claims or disputes within a reasonable period so that BEA can make corresponding handling.
12. All Gift Vouchers cannot be exchanged for cash, gift/cash vouchers, or other Gift Vouchers/services, nor be used in conjunction with VIP/membership offers or any other promotional offers.
13. The promo code cannot be used more than once. Any attempt to fake a promo code will lead to criminal prosecution.
14. All Gift Vouchers are subject to individual merchant's terms and conditions, please contact the Merchant for details.
15. All information, prices and photos shown are for reference only.
16. BEA reserves the sole right to vary or cancel the offer and/or amend or alter these Terms and Conditions at any time without prior notice. In the event of any dispute, the decision of BEA shall be final and conclusive. The use of Bonus Points is subject to the Terms and Conditions of the "Bonus Gallery". Please click [here](#) for more details.
17. No person other than the Cardholder, BEA, or the Merchant will have any right under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce or enjoy the benefit of any of the provisions of these Terms and Conditions.
18. BEA makes no representation or guarantee as to the quality and availability of the Gift Vouchers, services, or information provided by the Merchant. BEA shall not be liable for any matters arising from or in connection with the Gift Vouchers, services, or information provided by the Merchant. Cardholders should direct any queries to the Merchant. Shall there be any further existence of claims or disputes between cardholders and the Merchant, BEA should be informed of such claims or disputes within a reasonable period so that BEA can make corresponding handling.



19. BEA and the Merchant reserve the sole right to vary or cancel the offer and/or amend or alter these Terms and Conditions at any time without prior notice. In the event of any dispute, the decision of BEA and the Merchant shall be final and conclusive.
20. These Terms and Conditions shall be governed by, and construed in accordance with, the law of Hong Kong. You agree to submit to the exclusive jurisdiction of the Hong Kong courts.
21. In case of any inconsistency between the English and Chinese versions of these terms and conditions, the English version shall prevail.

"All Designated Gift Vouchers" - Terms and Conditions

22. Only Principal BEA Credit Cardholders of BEA credit card ("Cardholders") can redeem the designated gift vouchers (the "Reward") with designated Bonus Points through the BEA Mall App.
23. Cardholders are required to settle the balance payment with BEA Credit Card during payment transaction in order to enjoy the Reward.
24. Redemptions cannot be cancelled or altered once made. Reward that have been claimed will not be refunded.
25. Reward cannot be used together with cash coupon, gift offers or other discount.
26. Each e-Voucher can be used once only. Please present the e-Voucher before payment. The price difference should be settled by cash. Reward are not redeemable for cash, exchangeable or transferable nor other products/ services.
27. All information and photos shown are for reference only.
28. Stock is on first-come-first-served basis, while stock last.
29. No person other than the Cardholder, BEA, or the Merchant will have any right under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce or enjoy the benefit of any of the provisions of these Terms and Conditions.
30. BEA makes no representation or guarantee as to the quality and availability of the products, services, or information provided by the Merchant. BEA shall not be liable for any matters arising from or in connection with the products, services, or information provided by the Merchant. Cardholders should direct any queries to the Merchant. Shall there be any further existence of claims or disputes between cardholders and the Merchant, BEA should be informed of such claims or disputes within a reasonable period so that BEA can make corresponding handling.
31. BEA and the Merchant reserve the sole right to vary or cancel the Reward and/or amend or alter these Terms and Conditions at any time without prior notice. In the event of any dispute, the decision of BEA and the Merchant shall be final and conclusive.
32. These Terms and Conditions shall be governed by, and construed in accordance with, Hong Kong law. You submit to the exclusive jurisdiction of the Hong Kong courts but these Terms and Conditions may be enforced in the courts of any competent jurisdiction.



33. If there is any inconsistency or ambiguity between the English and Chinese versions of these Terms and Conditions, the English version shall prevail.

Phase 1: "Saint Honore HK\$25 e-Voucher" - Terms and Conditions

34. "Saint Honore HK\$25 e-Voucher" (the "Reward 1") is valid from 15 April 2025 to 30 April 2025, both dates inclusive (the "Promotional Period").
35. The Reward 1 is valid from 15 April 2025 to 31 December 2026, both dates inclusive (the "Validity").
36. If the redemption is successful, Cardholders will find the e-code of Reward 1 from the "My eVouchers" of BEA Mall App within 2 working days of redemption. Please note that Cardholders must press "Confirm and Use Now" on the BEA Mall App to activate the QR code. There is a time limit for use. Cardholders are required to visit the stores of Saint Honore Cake Shop ("the Merchant") in Hong Kong in person within the Validity of the Reward 1 and must present relevant QR code by logging in BEA Mall App to use the voucher. Printed copies are not acceptable. The voucher is only valid on or before the expiry date. Once the voucher has expired, it will not be reissued.
37. Reward 1 can be used in all stores of Saint Honore Cake Shop in Hong Kong (exclude those stores in Macau and China).
38. The usage of this e-Voucher is subject to additional terms and conditions, please contact the Merchant (2991 6677) for details.
39. Reward 1 is non-redeemable and cannot be exchanged for cash.

Phase 2: "Hung Fook Tong HK\$20 Gift e-Voucher" - Terms and Conditions

40. "Hung Fook Tong HK\$20 Gift e-Voucher" (the "Reward 2") is valid from 20 May 2025 to 31 May 2025, both dates inclusive (the "Promotional Period").
41. The Reward 2 is valid from 20 May 2025 to 31 May 2026, both dates inclusive (the "Validity").
42. If the redemption is successful, Cardholders will find the e-code of the Reward from "My eVouchers" of BEA Mall App within 2 working days of redemption. Please note that Cardholders must press "Confirm and Use Now" on the BEA Mall App to activate the QR code. There is a time limit for use. Cardholders are required to visit Hung Fook Tong shops in person within the Validity of the Reward 2 and must present relevant QR code by logging in BEA Mall App to use the voucher. Printed copies are not acceptable. Reward 2 is only valid on or before the expiry date. Once the voucher has expired, it will not be reissued.
43. Reward 2 can be redeemed at any Hung Fook Tong stores in Hong Kong at its face value for the original priced products only (discounted and promotional products are excluded).
44. Reward 2 is eligible to redeem our Healthy Home-Made Soup Series, Herbal Jelly Series, Healthy Herbal Tea Series, Nourishing Deluxe Drink Series, Home-Made Joyous Series, Home-Made Festive



Series, Home-Made Snacks, Home-Made Congee. Rice. Noodle Series, Home-Made Dessert Series and Soybean Milk Series products etc. at their original prices.

45. If the purchase exceeds the amount of the Reward 2's face value, the remaining balance must be paid by cash. The remaining value of Reward 2 is not refundable, exchangeable, redeemable for cash or transferred to JIKA Club member's account balance. No change will be given either in cash or in other form. Reward 2 cannot be used in conjunction with any other coupon.
46. Reward 2 is not applicable for purchase of (including but not limited to) Hung Fook Tong Home-Made selected coupons, gift vouchers, or adding value service for JIKA Club Card nor Octopus Card.
47. Please present Reward 2 before payment. Reward 2 can be accumulated. Reward 2 will become invalid if it has been defaced or damaged in anyway. Photocopies will not be accepted.
48. Hung Fook Tong may adjust the product prices or change products from time to time. Please contact the Customer Services Hotline at 2920-2206 for more details.

Phase 3: "Cupping Room HK\$20 Cash e-Voucher" - Terms and Conditions

49. "Cupping Room HK\$20 Cash e-Voucher" (the "Reward 3") runs from 17 June 2025 to 30 June 2025 (the "Promotional Period").
50. Reward 3 is valid from 17 June 2025 to 16 June 2026, both dates inclusive (the "Validity").
51. If the redemption is successful, Cardholders will find the e-code of Reward 3 from "My eVouchers" of BEA Mall App within 2 working days of redemption. Please note that Cardholders must press "Confirm and Use Now" on the BEA Mall App to activate the QR code. There is a time limit for use. Cardholders are required to visit Cupping Room in person within the Validity of Reward 3 and must present relevant QR code by logging in BEA Mall App to use the voucher. Printed copies are not acceptable. The voucher is only valid on or before the expiry date. Once the voucher has expired, it will not be reissued.
52. Please specify the use of this e-Voucher and present it upon ordering. Reward 3 is not applicable to mobile ordering, please order at the cashier to get the discount.
53. Reward 3 can be used on one single purchase only.

Phase 4: "AIRSIM Prepaid Card (HK\$20 stored value incl.)" - Terms and Conditions

54. "AIRSIM Prepaid Card (HK\$20 stored value incl.)" (the "Reward 4") runs from 15 July 2025 to 31 July 2025 (the "Promotional Period").
55. Reward 4 is valid from 15 July 2025 to 31 August 2025, both dates inclusive (the "Validity").
56. If the redemption is successful, Cardholders will find the e-code of Reward 4 from "My eVouchers" of BEA Mall App within 2 working days of redemption. Please note that Cardholders must press "Confirm and Use Now" on the BEA Mall App to activate the promo code. There is a time limit for use.



Cardholders are required to visit www.airsim.com.hk/BEAMallApp (the "Page"), enter the e-code in "Redemption Code" field, select the redemption method and fill in the relevant information on or before 31 August 2025. For new customer of the Merchant, please download and register AIRSIM App and AIRTALK App on or before 31 December 2025 upon receipt of the Reward in order to receive the HK\$20 credits in the account. For existing customer of the Merchant, simply fill in the AIRSIM Account No. (10-digit) on the Page, the Merchant shall load the HK\$20 free credits to the designated account within 30 days upon submission. For enquiries, please contact Shinetown Telecommunication Limited (the "Merchant") by WhatsApp (+852 6990 6880) or email (cs@airsim.com.hk).

57. New customer of the Merchant can choose to receive the Reward by post or pick up at designated locations. For receiving the Reward by post, please fill in contact details and mailing address on the Page, the Merchant shall mail out the Reward within 5 working days. For self-pick-up, please collect the Reward at designated redemption locations in person upon registration completed on the Page. Details as below:

AIRSIM Causeway Bay Service Center (ShineClub)

- Address: Shop 115, 1/F Causeway Bay Centre, 23 Sugar Street, Causeway Bay, Hong Kong
- Opening Hours: Monday to Saturday: 11:00 – 19:30; Sunday: 09:00 – 19:00

AIRSIM Sha Tin Shek Mun Office

- Address: Unit 7-11, 22/F., Corporation Park, 11 On Lai Street, Shek Mun, Sha Tin, New Territories (3 mins. walk from Exit C of Shek Mun Station)
 - Opening Hours: Monday to Friday: 09:00 – 18:00; Saturday, Sunday and Public Holidays: Closed
58. Each registered mobile number / email address / AIRSIM account can only redeem the Reward once (i.e. HK\$20 stored value can only be redeemed once). Repeat applications will not be accepted.

Phase 5: "KKday HK\$20 e-Voucher" - Terms and Conditions

59. "KKday HK\$20 e-Voucher" (the "Reward 5") runs from 19 August 2025 to 31 August 2025 (the "Promotional Period").
60. Reward 5 is valid from 19 August 2025 to 28 February 2026, both dates inclusive. Cardholders must complete the booking on or before 31 March 2026. (the "Validity").
61. If the redemption is successful, Cardholders will find the e-code of Reward 5 from "My eVouchers" of BEA Mall App within 2 working days of redemption. Please note that Cardholders must press "Confirm and Use Now" on the BEA Mall App to activate the promo code. There is a time limit for use. Cardholders are required to enter the promo code when making transactions on KKday HK website or App to use the voucher within the Validity of the Reward. Printed copies are not acceptable. The voucher is only valid on or before the expiry date. Once the voucher has expired, it will not be reissued.
62. KKday members must enter the designated promotional code when making transactions to enjoy the effective discount.



- 63. Reward 5 is only applicable to KKday Hong Kong or Macau registered members. To become a KKday member, Cardholders can register on the KKday mobile app (<http://bit.ly/3aDZJyK>) or the KKday website (<https://www.kkday.com/zh-hk> or <https://www.kkday.com/en/home>).
- 64. Reward 5 can only be used when spending HK\$28 or above.
- 65. No refund will be given for any reasons related to the customer's order, such as incorrect purchase, expired e-voucher, etc.
- 66. Prices may be adjusted due to changes in exchange rates. The actual price is based on the official website price on the day.
- 67. The itinerary content and sequence may be adjusted due to force majeure factors such as local weather and traffic.
- 68. Reward 5 is not transferable. Each KKday member can only redeem and use the discount code once.
- 69. Reward 5 cannot be exchanged for cash or other products, and cannot be used in conjunction with other promotional offers or discounts.
- 70. Cardholders should read the notes on the product page carefully before purchasing and using individual discounted products.

Phase 6: "Kee Wah Bakery HK\$20 e-Voucher" - Terms and Conditions

- 71. "Kee Wah Bakery HK\$20 e-Voucher" (the "Reward 6") runs from 16 September 2025 to 30 September 2025 (the "Promotional Period").
- 72. Reward 6 is valid from 16 September 2025 to 31 October 2026, both dates inclusive (the "Validity").
- 73. If the redemption is successful, Cardholders will find the e-code of the Reward from the "My eVouchers" of BEA Mall App within 2 working days of redemption. Please note that Cardholders must press "Confirm and Use Now" on the BEA Mall App to activate the promo code. There is a time limit for use. Cardholders are required to visit the stores of Kee Wah Bakery in Hong Kong in person within the Validity of the Reward and must present relevant QR code by logging in BEA Mall App to use the voucher. Printed copies are not acceptable. The voucher is only valid on or before the expiry date. Once the voucher has expired, it will not be reissued.
- 74. Reward 6 can be used at Kee Wah Bakery stores in Hong Kong (except SOGO and Hong Kong International Airport stores).
- 75. Reward 6 cannot be exchanged for cash, and no change will be given in cash.
- 76. Reward 6 are not applicable to Red Bean Paste Pastry with 15-Year-Old Mandarin Peel Gift Box, Chi Lin Nunnery product, Disney series, mooncake which is launched under any alliance projects with other parties & other promotional packages.
- 77. Reward 6 is not applicable to oversea mooncake coupon or mooncake club contribution.
- 78. Reward 6 not valid for purchasing cash vouchers, wedding vouchers and any other vouchers.
- 79. Reward 6 only valid for regular priced items.
- 80. Reward 6 cannot be used in conjunction with other wedding card, cash coupon and promotional offers (including privilege discount for gold members).



- 81. Only net payment after discount entitled to earn Kee Wah Fans points.
- 82. Reward 6 is not valid if expired.
- 83. Reward 6 cannot be exchanged, transferred, and redeemed as cash nor other products/ services.
- 84. No voucher may be used for any trade or promotional purpose without specific written authorization by "Kee Wah Bakery Limited".
- 85. In case of any dispute, "Kee Wah Bakery Limited" reserves the right of final decision.
- 86. For any inquiries, please call Customer Service Hotline at 2785 6066 or visit <https://keewah.com/location>

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