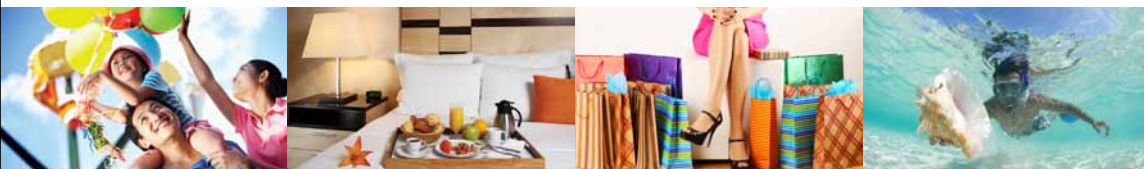


# Asia Miles Members' Guide

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# Asia Miles – Asia's leading travel and lifestyle rewards programme

Welcome to Asia Miles™, Asia's leading travel and lifestyle rewards programme which offers you a world of exciting travel and lifestyle awards. Asia Miles has over 500 partners worldwide, giving you unlimited opportunities to earn miles. In the air, we have a fleet of airline partners, while our non-airline partners on the ground make it easy to earn miles every day. This guide will help you maximise your earning opportunities and also explains how to redeem Asia Miles for great awards.

## Partners

There are so many ways to earn with Asia Miles partners. With over 500 partners in nine categories, you can earn Asia Miles simply by doing what you normally do every day, such as flying, spending on credit and charge cards, staying at hotels, dining out and more. Read on to see how easy it is to earn miles.

## airlines



**Fly** on some of the world's leading airlines and earn 150% of actual miles flown in First Class, 125% in Business Class, and 100% or 50% or 25% in eligible Economy Class fare classes (listed below).

Airline partners	100% Economy accrual	50% Economy accrual	Effective date
Aer Lingus	Y/B/H/K/L/M/V	Not applicable	Apr 2007
airberlin	Y/B/H	K/L/M/V/S/N	Feb 2012
Air China	Y/W <sup>1</sup>	B/H/K/L/M/Q/G/S/V/U	Jul 2012
Air New Zealand <sup>2</sup>	Y/B/M/U <sup>3</sup> /E <sup>3</sup> /O <sup>3</sup> /A <sup>3</sup>	H/Q/V/W/T	Jan 2013
Alaska Airlines	Y/S/B/M/H/Q/L/V/K/G/T	Not applicable	Jan 2014
American Airlines (International)	Y/B/C <sup>4</sup> /G/H/K/L/M/N/Q <sup>5</sup> /S/N/W <sup>6,7</sup> /X <sup>4</sup>	Not applicable	Sep 2014
American Airlines (Domestic)	Y/B/C <sup>4</sup> /G/H/K/L/M/N/Q <sup>5</sup> /S/N/W <sup>6,7</sup> /X <sup>4</sup>	Not applicable	Sep 2014
British Airways	Y/B/H/T <sup>8</sup> /W <sup>9</sup> /E <sup>8</sup>	K/L/M	Dec 2012
Cathay Pacific Airways	W <sup>9</sup> /R <sup>9</sup> /E <sup>9</sup> /Y/B/H/K/L/M/V/S <sup>10</sup> /N <sup>10</sup> /Q <sup>10</sup>	Not applicable	Oct 2013
China Eastern Airlines	W <sup>11</sup> /Y/B	E/H/K/L/M	Jul 2013
Dragonair	Y/B/H/K/L/M/V/S <sup>12</sup> /N <sup>12</sup> /Q <sup>12</sup>	Not applicable	Oct 2013
Finnair	Y/B/H/K/M/P/T	Not applicable	Dec 2012
Gulf Air	Y/H/K	L/M/Q	Mar 2010
Iberia	Y	B/G/H/K/L/M/N/O/Q/V/S/P	Jan 2008
Japan Airlines (International)	Y/W	B/H/K/M/L/V/Q/E/S	Feb 2011
Japan Airlines (Domestic)	Y <sup>13</sup> /J <sup>13</sup>	Not applicable	Feb 2011
Jet Airways	Y/M/T/U	N/L/Q/S	Oct 2008
LAN	Y/B/H/K <sup>14</sup> /M <sup>15</sup> /L <sup>15</sup> /N <sup>15,16</sup> /S <sup>15,16</sup> /N <sup>16,17</sup> /Q <sup>16,17</sup> /O <sup>16,17</sup> /W <sup>18</sup> /P <sup>18</sup>	Not applicable	Aug 2009
Malaysia Airlines	Y/B/H	K/M	Feb 2013
Qantas Airways	Y/T <sup>19</sup> /W <sup>19</sup> /R <sup>19</sup>	B/H/K/L/M/V	Nov 2009
Qatar Airways	Y/B/S <sup>20</sup> /N <sup>20</sup> /Q <sup>20</sup>	H/K/M/L/V	Mar 2014
Royal Brunei Airlines	Y	B/H/K	Apr 2011
Royal Jordanian Airlines	Y/B	H/K/M/V/S	Apr 2007
S7 Airlines	Y/B/H	Not applicable	Jun 2011
SriLankan Airlines	Y/B/P/H/K/W/M/E/L/R	V/S/N	May 2014
TAM (International)	Y/B/U/S/M/H/K/G/Q/V/L/W	Not applicable	Mar 2014
TAM (Domestic)	Y/B/U/S/M	H/K/G/Q/V/L/W	Mar 2014
US Airways	B/E/G/H/K/L/M/N/Q/R/S/T/U/V/W/Y/O <sup>21</sup> /P <sup>21</sup> /J <sup>22</sup>	Not applicable	Mar 2014

<sup>1</sup> Fare class W on Air China earns 110% accrual.

<sup>2</sup> Mileage accrual on Air New Zealand flights is applicable to sectors between Auckland and Hong Kong only.

<sup>3</sup> Fare classes U, E, O and A on Air New Zealand earn 110% accrual.

<sup>4</sup> Fare classes C and X on American Airlines® are upgrades to Business Class but earn 100% accrued.

<sup>5</sup> Fare class Q on American Airlines® is not eligible for mileage accrual on Trans-Atlantic routing (between North America and Europe).

<sup>6</sup> Fare class W on American Airlines® for international flights earns 110% accrual.

<sup>7</sup> Fare class W on American Airlines®-operated flights between USA and Canada is defined as Domestic travel class.

<sup>8</sup> Fare classes T, W and E on British Airways earn 110% accrual.

<sup>9</sup> Fare classes W, R and E on Cathay Pacific Airways earn 110% accrual.

<sup>10</sup> Fare classes S, N and Q on Cathay Pacific Airways earn 25% accrual.

<sup>11</sup> Fare class W on China Eastern Airlines earns 110% accrual.

<sup>12</sup> Fare classes S, N and Q on Dragonair earn 25% accrual.

<sup>13</sup> Fare classes listed for discounted fares on Japan Airlines will earn 50% mileage credit.

<sup>14</sup> Fare class K on LAN is not eligible for mileage accrual on flights that operate wholly within Argentina.

<sup>15</sup> Fare classes M, L, V and S on LAN are not eligible for mileage accrual on flights that operate wholly within Argentina and Peru.

<sup>16</sup> Fare classes S, N, Q and O on LAN is not eligible for mileage accrual on flights that operate wholly within Ecuador.

<sup>17</sup> Fare classes N, Q and O on LAN are not eligible for mileage accrual on flights that operate wholly within Argentina, Chile and Peru.

<sup>18</sup> Fare classes W and P on LAN earn 125% accrual.

<sup>19</sup> Fare classes T, R and W on Qantas Airways earn 110% accrual.

<sup>20</sup> Fare classes S, N and Q on Qatar Airways earn 25% accrual.

<sup>21</sup> Fare classes O and P on US Airways are upgrades to First Class but earn 100% accrual.

<sup>22</sup> Fare class J on US Airways is an upgrade to Business Class but earns 100% accrual.

Additional restrictions in relation to the accrual of mileage via air travel may apply from time to time and fare classes that accrue and do not accrue mileage are subject to change. Restriction and changes are published from time to time on the Asia Miles website at [www.asiamiles.com](http://www.asiamiles.com) and are available upon request from the Asia Miles Service Hotline (+852 2747 3838).

Certain fares and flights are not eligible for earning mileage. These include industry/agency discounts, award travel, prize, donation, group and other special discounted tickets, chartered flights and certain codeshare flights.

Please note that mileage can only be earned once per ticket or flight in any one frequent flyer programme, regardless of the number of seats purchased or occupied by a member. Members must travel on the flight using the ticket purchased in order to receive mileage. Mileage will not be awarded for unused or refunded tickets. Airline Award Travel is not eligible to accrue mileage.

## finance & insurance



**Spend** on the most widely accepted credit and charge cards or **purchase** insurance.

Finance & Insurance partners	How you earn	What you earn
American Express	Spend with <ul style="list-style-type: none"> <li>American Express Cathay Pacific Elite Credit Card</li> <li>American Express Cathay Pacific Credit Card</li> </ul>	<ul style="list-style-type: none"> <li>HKD6 (For Elite card) = <math>\text{A}1</math></li> <li>HKD8 (For Classic card) = <math>\text{A}1</math> (up to Double Asia Miles for overseas spending)</li> <li>TWD25 (For Elite card) = <math>\text{A}1</math></li> <li>TWD30 (For Classic card) = <math>\text{A}1</math></li> </ul>
	Spend with Cathay Pacific American Express Elite Credit Card	<ul style="list-style-type: none"> <li>PHP38 = <math>\text{A}1</math></li> </ul>
	Spend with Cathay Pacific American Express Credit Card	<ul style="list-style-type: none"> <li>PHP42 = <math>\text{A}1</math></li> </ul>
	Spend with American Express Cathay Pacific Elite Corporate Card	<ul style="list-style-type: none"> <li>HKD12 (For local spending) = <math>\text{A}1</math></li> <li>HKD10 (For overseas spending) = <math>\text{A}1</math></li> <li>TWD25 (For local spending) = <math>\text{A}1</math></li> <li>TWD20 (For overseas spending) = <math>\text{A}1</math></li> </ul>
	Spend with American Express Cathay Pacific Corporate Card	<ul style="list-style-type: none"> <li>HKD12 (For local and overseas spending) = <math>\text{A}1</math></li> <li>TWD25 (For local and overseas spending) = <math>\text{A}1</math></li> </ul>
	Spend with American Express credit and charge card	<ul style="list-style-type: none"> <li>Facility to convert points into Asia Miles</li> </ul>
Bank of Communications	Spend with Bank of Communications Asia Miles Platinum Credit Card	<ul style="list-style-type: none"> <li>12 Rewards Points = <math>\text{A}1</math></li> </ul>
	Spend with Bank of Communications Asia Miles Gold Credit Card	<ul style="list-style-type: none"> <li>15 Rewards Points = <math>\text{A}1</math></li> </ul>
	Spend with Bank of Communications Asia Miles Classic Credit Card	<ul style="list-style-type: none"> <li>18 Rewards Points = <math>\text{A}1</math></li> </ul>
	Spend with Bank of Communications Credit Card	<ul style="list-style-type: none"> <li>Facility to convert points into Asia Miles</li> </ul>
Royal Bank of Canada	Spend with RBC® Cathay Pacific Visa Platinum Card	<ul style="list-style-type: none"> <li>CAD1 = <math>\text{A}1</math></li> </ul>
	Convert RBC Rewards Points earned from RBC Visa Infinite Avion®, RBC Royal Bank® Visa Platinum Avion or RBC Royal Bank Visa Business Avion cards into Asia Miles	<ul style="list-style-type: none"> <li>1 RBC Rewards Point = <math>\text{A}1</math></li> </ul>
<ul style="list-style-type: none"> <li>ANZ • AmBank • BOC Credit Card</li> <li>Bank of China • CTBC Bank</li> <li>Cathay United Bank • China Construction Bank (Asia) Corporation Limited • China Guangfa Bank</li> <li>China Merchants Bank • Citibank</li> <li>DBS Bank • Diners Club • E.Sun Bank</li> <li>Fubon Bank (Hong Kong) • HSBC • K-Credit Card • Krungsri Consumer</li> <li>Maybank • Metrobank Card Corporation</li> <li>NICOS Card • Nanyang Commercial Bank (China) Limited • Panin Bank</li> <li>PermataBank • SRCB • Shanghai Commercial Bank • Standard Chartered Bank • Taipei Fubon Bank</li> <li>Taishin International Bank • The Bank of East Asia • The Shanghai Commercial &amp; Savings Bank</li> <li>United Overseas Bank • Westpac</li> <li>Wing Lung Bank</li> </ul>	Convert points earned with these finance partners' credit or charge cards into Asia Miles	<ul style="list-style-type: none"> <li>Convert points into Asia Miles</li> </ul>
Cigna Worldwide Insurance	Purchase selected insurance policies from Cigna HK	<ul style="list-style-type: none"> <li>Every HKD8 spent on your policy premium = <math>\text{A}5</math></li> </ul>
QBE Hong Kong & Shanghai Insurance	Purchase a Comprehensive Travel Insurance – Annual Multi-Trip Policy online	<ul style="list-style-type: none"> <li>HKD3,000 and over per policy = <math>\text{A}4,000</math></li> </ul>
<p>Note: Conversion rates vary according to partners and markets. Finance partners participate in Asia Miles only in selected markets. Minimum and maximum conversion amounts and conversion fees may apply.</p>		

## hotels



Stay at a wide range of world-class hotels.

Hotel partners	How you earn	What you earn
<p><b>Accor</b> • Sofitel Luxury Hotels • Pullman Hotels and Resorts • MGallery Hotels • Grand Mercure Hotels and Apartments • Suite Novotel • Novotel Hotels and Resorts • Mercure Hotels and Resorts • Adagio City Aparthotels • Ibis Hotels • all seasons / ibis Styles • Thalassa Sea &amp; Spa Institutes • <b>Caesars</b> • Bally's • Caesar's • Flamingo LINQ • Harrah's • Nobu Hotel • Paris • Planet Hollywood • The Cromwell • Rio • <b>Cathay Hospitality Management</b> • Madison Taipei • Hotel Cozzi • <b>Cosmos Hotels &amp; Resorts</b> • Cosmos Hotel Taipei • Taipei Garden Hotel • <b>Delta Hotels and Resorts</b> • <b>Fairmont Hotels &amp; Resorts</b> • <b>Global Hotel Alliance</b> • Anantara Hotels, Resorts &amp; Spas • Art Series Hotels • AVANI Hotels &amp; Resorts • The Doyle Collection • First Hotels • GLO Hotels • Individual Collection • Kempinski Hotels • The Leela Palaces, Hotels &amp; Resorts • Lungarno Collection • Marco Polo Hotels • Mokara Hotels &amp; Spas • Omni Hotels &amp; Resorts • Pan Pacific Hotels and Resorts • PARKROYAL Hotels &amp; Resorts • Per AQUUM • QT Hotels &amp; Resorts • Rixos Hotels • Rydges Hotels &amp; Resorts • Shaza Hotels • Tangram Hotels • Thon Hotels • Tivoli Hotels &amp; Resorts • <b>Harbour Plaza Hotels &amp; Resorts</b> • <b>Hilton Worldwide</b> • Waldorf Astoria Hotels &amp; Resorts™ • Conrad® Hotels &amp; Resorts • Hilton® Hotels &amp; Resorts • Doubletree by Hilton™ • Embassy Suites Hotels • Hilton Garden Inn™ • Hampton by Hilton™ • Homewood Suites by Hilton™ • Hilton Grand Vacations™ • <b>Home Hotel</b> • <b>Humble House Taipei</b> • <b>Hyatt Hotels &amp; Resorts™</b> • Park Hyatt™ Hotels • Grand Hyatt™ Hotels • Hyatt Regency™ Hotels • Hyatt Place™ • Hyatt Summerfield Suites™ • Andaz™ • <b>InterContinental® Hotels Group</b> • InterContinental® Hotels &amp; Resorts • Crowne Plaza® Hotels &amp; Resorts • Hotel Indigo® • EVEN Hotels™ • Holiday Inn® Hotels &amp; Resorts • Holiday Inn Express® • Staybridge Suites® • Candlewood Suites® • <b>JAL Hotels</b> • Nikko Hotels International • Hotel JAL City • <b>Jinling Hotels &amp; Resorts</b> • <b>Jumeirah Hotels &amp; Resorts</b> • <b>Landis Hotels &amp; Resorts</b> • Landis Hotels &amp; Resorts • HOTEL ONE • <b>Langham Hospitality Group</b> • The Langham Hotels • Langham Place Hotels • Eaton Hotels • <b>Mandarin Oriental Hotel Group</b> • <b>Marriott International</b> • JW Marriott® • EDITION® • Autograph Collection® • Renaissance® Hotels • Marriott® Hotels and Resorts • AC Hotels by Marriott • Courtyard by Marriott® • Fairfield Inn &amp; Suites® by Marriott • SpringHill Suites by Marriott® • Residence Inn by Marriott® • TownePlace Suites by Marriott® • Marriott Vacation Club® • Gaylord Hotels® • <b>Meritus Hotels and Resorts</b> • <b>Millennium &amp; Copthorne International Limited</b> • <b>New Century Hotels &amp; Resorts</b> • <b>Okura Hotels &amp; Resorts</b> • <b>Park Plaza® Hotels &amp; Resorts</b> • <b>Preferred Hotel Group</b> • Preferred Hotels® &amp; Resorts • Preferred Boutique™ • Summit Hotels &amp; Resorts™ • Sterling Hotels™ • Sterling Design™ • Summit Serviced Residences™ • <b>Radisson® Hotels &amp; Resorts</b> • <b>Regal Hotels International Limited</b> • <b>Regent Hotels &amp; Resorts</b> • <b>Shanghai Jin Jiang International Hotels (Group) Company Limited</b> • <b>Shangri-La Hotels and Resorts</b> • Shangri-La Hotels and Resorts • Traders Hotels • Kerry Hotels • Hotel Jen • <b>Sino Group of Hotels</b> • Sino Group of Hotels (Hong Kong) • The Fullerton Singapore • The Johnston Suites (Serviced Apartments) • <b>Small Luxury Hotels of the World™</b> • <b>Starwood Hotels &amp; Resorts Worldwide</b> • Sheraton Hotels &amp; Resorts® • Four Points® by Sheraton • St Regis® Hotels &amp; Resorts • The Luxury Collection® • Le Méridien • W Hotels® • Westin Hotels &amp; Resorts® • Aloft • element • <b>Swire Hotels</b> • <b>Swissôtel Hotels &amp; Resorts</b> • <b>Taj Hotels Resorts and Palaces</b> • <b>The Ascott Limited</b> • Ascott The Residence • Citadines Apart' Hotel • Somerset Serviced Residence • <b>The Peninsula Hotels</b> • <b>The Ritz-Carlton®</b> • <b>The Sherwood Taipei</b> • <b>WORLDHOTELS</b> • <b>Wanda® Hotels &amp; Resorts</b> • Wanda Reign® • Wanda Vista® • Wanda Realm®</p>	<p>Stay at any participating property at an eligible rate for one or more consecutive nights</p>	<p>• For details, please refer to <a href="http://www.asiamiles.com">www.asiamiles.com</a></p>

## telecoms



Keep in touch using telecommunications services or when surfing the Internet.

Telecoms partners	How you earn	What you earn
1010	Subscribe to 1010 mobile services and become a member of the 1010 ClubBest™ Rewards Programme. Convert your ClubBest™ points to Asia Miles.	• 10 ClubBest™ points = A1
Globe Telecom	Subscribe to a Globe Premium Plan and earn Asia Miles through accumulated spending	• PHP120,000 = A40,000
NETVIGATOR	Subscribe for the first time to a designated NETVIGATOR broadband service plan online and install the service within 1 month	A2,500

Note: Minimum conversion requirements apply.

## cars & transport



Travel in a rental car or on public transport, or **fill up** at petrol stations.

Cars & Transport partners	How you earn	What you earn
Airport Express	Register with the "Ride to Rewards" Programme and convert bonus points into Asia Miles	<ul style="list-style-type: none"> <li>• 4 bonus points = A200</li> <li>• 7 bonus points = A500</li> </ul>
	Purchase selected Airport Express Ticket package(s) via MTR Online Ticketing Service <ul style="list-style-type: none"> <li>• Airport Express Round-trip Ticket</li> <li>• Airport Express Travel Pass</li> </ul>	<ul style="list-style-type: none"> <li>• A75</li> <li>• A100 (1 Airport Express ride)</li> <li>• A150 (2 Airport Express rides)</li> </ul>
Avis	Rent a car at participating locations at qualifying rates	<ul style="list-style-type: none"> <li>• A250 per rental at contracted rates</li> <li>• A500 per rental at non-contracted rates</li> </ul>
Crown Motors	Lexus <ul style="list-style-type: none"> <li>• Purchase selected models</li> <li>• Join a Lexus Full Maintenance Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Per eligible purchase of an LS or LK series model = A20,000</li> <li>• Per eligible purchase of other selected models = A10,000</li> <li>• Per eligible purchase of a First 5-Year Plan = A5,000</li> <li>• Per eligible purchase of a First 3-Year Plan = A3,000</li> <li>• Per eligible purchase of a 4th &amp; 5th-Year Plan = A2,000</li> </ul>
	Toyota <ul style="list-style-type: none"> <li>• Purchase selected models</li> <li>• Rent-A-Car &amp; Leasing Purchase car rental services at qualifying rates</li> </ul>	<ul style="list-style-type: none"> <li>• Per eligible purchase = A5,000</li> <li>• Per weekend rental = A500</li> <li>• Per weekly rental = A1,000</li> <li>• Per monthly rental = A1,500</li> </ul>
Esso	Enrol as an Esso Smiles member and convert Smiles points into Asia Miles	<ul style="list-style-type: none"> <li>• 5 Smiles Points = A1 (for members in Hong Kong)</li> <li>• 1.5 Smiles Points = A1 (for members in Singapore)</li> </ul>
HERTZ	Rent a car at participating locations at qualifying rates	<ul style="list-style-type: none"> <li>• Non-contract rates <ul style="list-style-type: none"> <li>In Asia: per self-drive rental = A250</li> <li>Outside Asia: per self-drive rental = A500</li> </ul> </li> <li>• Contract rates <ul style="list-style-type: none"> <li>Worldwide: per self-drive rental = A250</li> </ul> </li> </ul>
Petro-Canada	Enrol as a PETRO-POINTS member and convert PETRO-POINTS into Asia Miles	<ul style="list-style-type: none"> <li>• 10,000 PETRO-POINTS = A1,000</li> </ul>
Rentalcars.com	Pre-paid bookings - Book, pay and confirm the car rental booking at Rentalcars.com and complete the rental	<ul style="list-style-type: none"> <li>• HKD10 (or foreign-currency equivalent) = A2</li> </ul>
	Payable local bookings - Book and confirm your car rental booking via Rentalcars.com, and pay at the local rental company and complete the car rental	<ul style="list-style-type: none"> <li>• HKD10 (or foreign-currency equivalent) = A1</li> </ul>
Shanghai Jinjiang Automobile Service Co., Ltd	Rent a car at participating locations at qualifying rates	<ul style="list-style-type: none"> <li>• RMB10 = A1</li> </ul>
	Purchase 4S Car maintenance services	<ul style="list-style-type: none"> <li>• RMB20 = A1</li> </ul>
	Convert Jin Jiang J-Club points into Asia Miles	<ul style="list-style-type: none"> <li>• 6,000 Jin Jiang J-Club points = A600</li> </ul>
Sixt	Purchase Sixt car rental or limousine services at any of 4,000 stations worldwide at qualifying rates	<ul style="list-style-type: none"> <li>• A500 per car rental</li> <li>• A1,000 per limousine service</li> </ul>
Swire Motors	Purchase any car, after-sales service, spare parts or merchandise from Jeep, Fiat, Abarth or Alfa Romeo showrooms and service centres in Hong Kong	<ul style="list-style-type: none"> <li>• HKD8 (minimum spending: HKD1,000) = A1</li> </ul>
TurboJET	Purchase a one-way adult ticket on the following Premier Jetfoil route: Hong Kong (Sheung Wan) <-> Macau	<ul style="list-style-type: none"> <li>• Per ticket on Premier Grand Class = A200</li> </ul>

Note: Minimum conversion requirements apply. Advance reservation is required for car rentals.

## retail



**Shop** for goods, services, as well as health and beauty treatments or products from a selection of retailers.

Retail partners	How you earn	What you earn
Aerosoles • agnès b. FLEURISTE • B&W Bowers & Wilkins • Clarins • Columbia • MTM • Oregon Scientific • Rockport • Samsonite • Sense of Touch • terre d'Oc • Vogue Laundry	Purchase goods and services	<ul style="list-style-type: none"> <li>• HKD8 = <del>¥</del>5 for Clarins, Columbia and Rockport in Macau: MOP8 = <del>¥</del>5 for Oregon Scientific and Rockport in Mainland China: RMB8 = <del>¥</del>5</li> </ul>
A for Apple®	Purchase items at A for Apple online	<ul style="list-style-type: none"> <li>• USD1 = <del>¥</del>5</li> </ul>
Business Today	Subscribe or renew existing subscription to Business Today	<ul style="list-style-type: none"> <li>Paper version: • 6 months (26 issues) = <del>¥</del>600</li> <li>• 12 months (52 issues) = <del>¥</del>1,500</li> <li>Electronic version: • 6 months (26 issues) = <del>¥</del>600</li> <li>• 12 months (52 issues) = <del>¥</del>1,000</li> </ul>
Cathay Pacific Inflight Sales Programme - <i>Discover the Shop</i>	Purchase inflight products or Home Delivery Service products (excluding free gifts and payment by vouchers) with a minimum net spend of HKD500 on a single sales receipt	<ul style="list-style-type: none"> <li>Asia Miles members: • HKD5 = <del>¥</del>1</li> <li>• HKD5 = <del>¥</del>2</li> <li>(for Cathay Pacific Inflight Sales: when you settle payments with a Cathay Pacific co-brand credit card)</li> </ul>
Chic Outlet Shopping®	Shop at any of the ten Chic Outlet Shopping® villages	<ul style="list-style-type: none"> <li>• EUR1 = <del>¥</del>2</li> <li>• GBP1 = <del>¥</del>2</li> <li>• RMB10 = <del>¥</del>2</li> </ul>
Dragonair Inflight Sales - <i>emporium</i>	Purchase any inflight products or Home Delivery Service products from Dragonair Inflight Sales with a minimum net spend of HKD500 on a single receipt	<ul style="list-style-type: none"> <li>Asia Miles members: • HKD5 = <del>¥</del>1</li> </ul>
ELEMENTS	ELEMENTS points conversion	<ul style="list-style-type: none"> <li>• 99,999 ELEMENTS points = <del>¥</del>2,200</li> <li>• 249,999 ELEMENTS points = <del>¥</del>5,500</li> <li>• 499,999 ELEMENTS points = <del>¥</del>12,000</li> </ul>
	Asia Miles Bonus Day	<ul style="list-style-type: none"> <li>• HKD1 (Spend at partner restaurants) = <del>¥</del>1</li> </ul>
Guerlain	Purchase any Guerlain product at participating Guerlain stores or counters in Hong Kong or Macau with a minimum spend of HKD/MOP1,600	<ul style="list-style-type: none"> <li>• HKD8 = <del>¥</del>1</li> <li>• MOP8 = <del>¥</del>1</li> </ul>
Jiu Zhen Nan Taiwan Pastry	Purchase any regular priced pastry goods at Jiu Zhen Nan outlets in Taiwan	<ul style="list-style-type: none"> <li>• TWD35 = <del>¥</del>5</li> </ul>
Laithwaites Direct Wines	Purchase a selected 6-bottle case of wine	• <del>¥</del> 500 per case (for Hong Kong and Taiwan)
	Purchase a selected 12-bottle case of wine	• <del>¥</del> 1,000 per case (for Hong Kong and Taiwan)
MoneyBack	Enrol as a MoneyBack member and earn MoneyBack Points for purchases at participating retail outlets. Convert MoneyBack Points to Asia Miles	<ul style="list-style-type: none"> <li>• Initial conversion: 400 MoneyBack Points = <del>¥</del>100</li> <li>• Second conversion: 800 MoneyBack Points = <del>¥</del>200</li> <li>• Subsequent conversion: in blocks of 400 MoneyBack Points = <del>¥</del>100 (maximum conversion per day: 40,000 MoneyBack points for <del>¥</del>10,000)</li> </ul>
NetMile	Convert NetMile miles into Asia Miles	<ul style="list-style-type: none"> <li>• 6 NetMile miles = <del>¥</del>1</li> </ul>
Sasa.com	Purchase Sa Sa's Selected Brands (Cyber Colors, Suisse Programme, Methode Swiss, SkinPeptoxyl, HARUHADA, Hadatuko, Swiss Rituel, Sasatinie, Sasa, HOME SECRETS)	<ul style="list-style-type: none"> <li>• USD1 = <del>¥</del>2</li> </ul>
	Purchase other participating products	<ul style="list-style-type: none"> <li>• USD1 = <del>¥</del>1</li> </ul>

Retail partners (Continued)	How you earn	What you earn
South China Morning Post	Subscribe to one of the South China Morning Post subscription packages	<ul style="list-style-type: none"> <li>• Print-plus (1-year, Mon – Sun) = A4,000</li> <li>• Print-plus (1-year, Sat and Sun) = A1,500</li> <li>• Print-plus (6-month, Mon – Sun) = A1,500</li> <li>• Digital (1-year) = A1,200</li> </ul>
The Wall Street Journal Asia	Subscribe to one of The Wall Street Journal Asia Edition subscription plans	<ul style="list-style-type: none"> <li>• Digital + Print (1-year Mon-Fri newspaper + unlimited digital access) = A3,500</li> <li>• Digital (unlimited digital access) = A2,000</li> </ul>
The Wine Society of India	Purchase a selected 6-bottle case of wine	• A500 per case
	Purchase a selected 12-bottle case of wine	• A1,000 per case
TSL Jewellery	Purchase regular-priced jewellery	<ul style="list-style-type: none"> <li>• HKD/MOP8,000-HKD/MOP19,999 = A800</li> <li>• HKD/MOP20,000-HKD/MOP39,999 = A2,000</li> <li>• HKD/MOP40,000 or above = A4,500</li> </ul>
	Purchase gold and special items	<ul style="list-style-type: none"> <li>• HKD/MOP8,000-HKD/MOP19,999 = A250</li> <li>• HKD/MOP20,000-HKD/MOP39,999 = A600</li> <li>• HKD/MOP40,000 or above = A1,500</li> </ul>
Note: Minimum and maximum spending and conversion amounts apply. The earning and spending criteria may vary for markets outside Hong Kong.		

## dining & banquets

**Dine** at any of our participating restaurants around the world, or hold banquets at our Banquets partners.

Dining & Banquets partners	How you earn	What you earn
For Dining & Banquets partners, please visit <a href="http://dining.asiamiles.com">dining.asiamiles.com</a>	<ul style="list-style-type: none"> <li>• Dine at participating restaurants around the world</li> <li>• Hold banquets at our Banquets partners</li> </ul>	<ul style="list-style-type: none"> <li>• HKD2 = A1</li> <li>• Please refer to <a href="http://dining.asiamiles.com">dining.asiamiles.com</a></li> </ul>
Note: Minimum and maximum spending amounts (including service charges but excluding tips) apply. The earning and spending criteria may vary for markets outside Hong Kong.		



## travel & leisure



Enjoy unforgettable holidays, exciting leisure activities and more.

Travel & Leisure partners	How you earn	What you earn
<b>Cathay Holidays Limited*</b> <ul style="list-style-type: none"> <li>Cathay Pacific Holidays</li> <li>Dragonair Holidays</li> </ul>	Book and travel on selected air and hotel packages originating from Hong Kong or Japan	<ul style="list-style-type: none"> <li>Hong Kong:                             <ul style="list-style-type: none"> <li>Year Round First Class Package = <del>A</del>2,000</li> <li>Year Round Business Class Package = <del>A</del>2,000</li> <li>Year Round Economy Class Package = <del>A</del>1,000</li> <li>Year Round Private Guided Tour = <del>A</del>1,000</li> </ul> </li> <li>Japan:                             <ul style="list-style-type: none"> <li>Selected Business Class Package = <del>A</del>2,000</li> </ul> </li> </ul>
	Book hotel accommodation using Cathay Holidays Limited's Instant Hotel Booking Service	<ul style="list-style-type: none"> <li>HKD8 = <del>A</del>1</li> </ul>
Agoda.com	Book and confirm hotel accommodation via the dedicated Agoda website, and complete the hotel stay	<ul style="list-style-type: none"> <li>HKD10 (or equivalent amount of any foreign currency) (Offer applicable to Worldwide members) = <del>A</del>1</li> </ul>
Ctrip	Book and confirm your hotel accommodation via Ctrip	<ul style="list-style-type: none"> <li>RMB20 = <del>A</del>3</li> </ul>
	Book and purchase Cathay Pacific or Dragonair flights via Ctrip	<ul style="list-style-type: none"> <li>RMB80 = <del>A</del>3</li> </ul>
Expedia	Book a hotel stay via the dedicated Expedia website and complete the stay	<ul style="list-style-type: none"> <li>HKD10 (or equivalent amount of any foreign currency) = <del>A</del>2</li> </ul>
HRS	Book and confirm hotel accommodation via HRS	<ul style="list-style-type: none"> <li>RMB10 = <del>A</del>2</li> </ul>
Kaligo.com	Book any hotel on Kaligo.com	<ul style="list-style-type: none"> <li>USD1 (or equivalent amount of any currency) = at least <del>A</del>3</li> </ul>
Kok Thai Citizens Travel Services Limited	Purchase any selected products (except air tickets and related products) at designated KCTS branches in Macau	<ul style="list-style-type: none"> <li>Purchase over MOP200 or above on a single receipt = <del>A</del>100</li> </ul>
Mangocity.com	Book and confirm your hotel accommodation via Mangocity.com	<ul style="list-style-type: none"> <li>RMB10 = <del>A</del>1</li> </ul>
Ngong Ping 360	Purchase one of the following guided tour packages with a minimum spend of HKD200: <ul style="list-style-type: none"> <li>"The Culture and Heritage Tour of Lantau" guided tour package (round-trip cable car + guided tour to Ngong Ping Village, Po Lin Monastery, Giant Buddha and Tai O Fishing Village + air-conditioned coach to/from Tai O)</li> <li>Private Cabin Service (round-trip charter cabin cable car + queue-free ticketing service + priority boarding + free entry to the Themed Attractions Walking With Buddha)</li> </ul>	<ul style="list-style-type: none"> <li>HKD8 = <del>A</del>5</li> </ul>
	Plaza Premium Lounge <ul style="list-style-type: none"> <li>Purchase a Plaza Premium Lounge membership card</li> <li>Purchase any eligible additional services in the Lounge</li> </ul>	<ul style="list-style-type: none"> <li>First purchase                             <ul style="list-style-type: none"> <li>5-visit card = <del>A</del>700; 10-visit card = <del>A</del>1,200</li> </ul> </li> <li>Return purchase                             <ul style="list-style-type: none"> <li>5-visit card = <del>A</del>600; 10-visit card = <del>A</del>1,000</li> </ul> </li> <li>HKD8 = <del>A</del>5</li> </ul>
Plaza Premium Lounge	Airport World Trade Centre, Business and Conference Centre <ul style="list-style-type: none"> <li>Book any meeting facilities</li> <li>Sign a Virtual Office / Virtual Office Plus contract</li> </ul>	<ul style="list-style-type: none"> <li>Per booking = <del>A</del>500</li> <li>Per contract = <del>A</del>3,000</li> </ul>
	Wellness Spa & Salon <ul style="list-style-type: none"> <li>Purchase services or products</li> </ul>	<ul style="list-style-type: none"> <li>HKD8 = <del>A</del>5</li> </ul>
PointsHound.com	Complete a reservation at any hotel booked on PointsHound	<ul style="list-style-type: none"> <li>USD1 = at least <del>A</del>1</li> </ul>
RedMR	Visit and spend at any participating RedMR outlets in Hong Kong	<ul style="list-style-type: none"> <li>HKD10 = <del>A</del>1</li> </ul>
Travelex	Exchange foreign currency with any Travelex store at participating locations in Mainland China, Hong Kong and Japan	<ul style="list-style-type: none"> <li>Exchange foreign currency and earn Asia Miles (miles earned vary in different markets)</li> </ul>
<p>* Asia Miles earned are per person on top of the base miles earned on eligible Cathay Pacific or Dragonair flights. Instant Hotel Booking Service is only available to Cathay Pacific and Dragonair passengers.</p> <p>Note: Minimum and maximum spending and conversion amounts apply.</p>		

## professional services



**Enjoy** a wide range of professional services including medical and health services, worldwide workplace solutions, trade fairs and more.

Professional Services partners	How you earn	What you earn
AmMed Cancer Center	Purchase one of the following medical checkup packages at the center in Hong Kong: <ul style="list-style-type: none"> <li>• Cancer Screening Package</li> <li>• HPV vaccinations programme</li> </ul>	<ul style="list-style-type: none"> <li>• HKD8 = A5 (minimum spending: HKD500; maximum spending: HKD10,000)</li> </ul>
Anzac Realty	Purchase any residential property	<ul style="list-style-type: none"> <li>• HKD500 = A1</li> </ul>
	Rent any property	<ul style="list-style-type: none"> <li>• HKD10 = A1</li> </ul>
Hong Kong Trade Development Council	Register and visit selected HKTDC fairs in Hong Kong	<ul style="list-style-type: none"> <li>• A250 or above per participating fair</li> </ul>
	Convert hktcd.com Buyer Reward Points earned from making enquiry on hktcd.com	<ul style="list-style-type: none"> <li>• 40 hktcd.com Buyer Reward Points = A400</li> <li>• 80 hktcd.com Buyer Reward Points = A850</li> <li>• 400 hktcd.com Buyer Reward Points = A4,300</li> </ul>
Langham Hospitality Group (Meeting Services)	Book a qualified event including guestroom accommodation and/or a catering event at participating hotels worldwide	<ul style="list-style-type: none"> <li>• USD1 = A1 (a maximum of A25,000 will be awarded per qualified event) (minimum spending: USD6,500)</li> </ul>
Qualigenics Medical	Purchase one of the following medical checkup packages at participating clinics in Hong Kong: <ul style="list-style-type: none"> <li>• HealthchQ Healthcheck Scheme (Standard, Elite, Noble and Premium Plan)</li> <li>• Diabetes Complication Screening Packages with doctor consultation</li> </ul>	<ul style="list-style-type: none"> <li>• HKD8 = A5 (minimum spending: HKD500; maximum spending: HKD10,000)</li> </ul>
Regal Hotels International (Meeting services)	Book and hold a qualified meeting at participating hotels	<ul style="list-style-type: none"> <li>• Spend HKD/RMB9,000 or above = A4,000</li> </ul>
Regus	Purchase workplace solutions	<ul style="list-style-type: none"> <li>• Serviced Office rental: 3-5 months = A5,000</li> <li>6 months or above = A10,000</li> <li>• Virtual office rental (minimum 6 months) = A2,500 per contract</li> <li>• Meeting room rental (minimum 1 day) = A500 per booking</li> <li>• Businessworld platinum day office packages = A2,500 per package (minimum 6 months)</li> <li>• Video conference suite rental (minimum 1 hour) = A500 per booking</li> </ul>
Note: Minimum and maximum spending and conversion amounts apply.		

# How to Redeem Your Asia Miles

## Flight Awards

First, make sure the award you want is available on your chosen airline partner by referring to the Airline Partners Awards Chart. Then, calculate the required number of miles with the Flight Award Finder at [www.asiamiles.com](http://www.asiamiles.com).

To redeem your Asia Miles for flight awards:

- **For Cathay Pacific, Dragonair, British Airways and Qantas Airways** – log on to either [www.cathaypacific.com](http://www.cathaypacific.com) or [www.dragonair.com](http://www.dragonair.com) with your membership number or username to redeem your desired flight using the Online Booking service.
- **For other airlines** – Simply submit your request online by logging into your Asia Miles account and completing the Airline Award Request Form. One of our Member Services Executives will contact you to handle your redemption request.

## Lifestyle Awards

**Step 1** Log on to [redeem.asiamiles.com](http://redeem.asiamiles.com)

**Step 2** Browse our wide range of lifestyle awards

Select a category and sub-category.

**Step 3** Add items to your basket

Choose the award you want, taking into account eligibility and delivery/ collection requirements in the terms and conditions of the award.

**Step 4** Review your basket and check out

Review your basket and click “Next” to complete shipping and payment information.

**Step 5** Fill in shipping and payment information

After you fill in all necessary information and click “Confirm,” please wait for the redemption order confirmation page to be displayed before closing your browser. An order confirmation email will also be sent to you.

Normal mailing lead-time of redemption letters in Hong Kong is about one week, and up to three weeks for mailing addresses outside of Hong Kong. Actual time taken will depend on the service and mailing location.



# Awards Charts

You can redeem your miles for a wide range of flight awards. Please refer to the Flight Award Finder at [www.asiamiles.com](http://www.asiamiles.com) to find out the number of miles required for your chosen award.

## Asia Miles Awards Chart

The chart below applies to redemption for single or mixed (two) carrier awards.  
For mixed carrier awards, Cathay Pacific or Dragonair must be included.

Award zone	S	A	B	C	D	E	F
Distance in actual miles	0–600	601–1,200	1,201–2,500	2,501–5,000	5,001–7,500	7,501–10,000	10,001+
Awards type	Asia Miles required to claim award						
Standard Awards							
One-way Economy Class	10,000	15,000	20,000	25,000	40,000	55,000	70,000
Economy Class	15,000	20,000	30,000	45,000	60,000	90,000	110,000
One-way Premium Economy Class	12,000	18,000	24,000	30,000	48,000	66,000	84,000
Premium Economy Class	18,000	24,000	36,000	54,000	72,000	108,000	132,000
One-way Business Class	20,000	25,000	30,000	45,000	70,000	85,000	110,000
Business Class	30,000	40,000	50,000	80,000	120,000	145,000	175,000
One-way First Class	25,000	30,000	40,000	70,000	105,000	130,000	160,000
First Class	40,000	55,000	70,000	120,000	180,000	220,000	260,000
One Class Upgrade Awards	(Upgrade Awards are only applicable from Economy to Business Class for flights without Premium Economy Class)						
One-way upgrade from Economy to Premium Economy Class	5,000	7,500	10,000	12,500	20,000	27,500	35,000
Upgrade from Economy to Premium Economy Class	7,500	10,000	15,000	22,500	30,000	45,000	55,000
One-way upgrade from Premium Economy to Business Class	5,000	7,500	10,000	12,500	20,000	27,500	35,000
Upgrade from Premium Economy to Business Class	7,500	10,000	15,000	22,500	30,000	45,000	55,000
One-way upgrade from Economy to Business Class	12,500	12,500	17,500	30,000	40,000	45,000	55,000
Upgrade from Economy to Business Class	20,000	20,000	30,000	50,000	70,000	80,000	100,000
One-way upgrade from Business to First Class	17,500	20,000	25,000	35,000	50,000	60,000	70,000
Upgrade from Business to First Class	30,000	35,000	45,000	60,000	85,000	105,000	120,000
Companion Ticket Awards							
Business Class Companion	20,000	25,000	35,000	50,000	75,000	95,000	115,000
First Class Companion	30,000	35,000	45,000	75,000	110,000	145,000	160,000

### General conditions

- Award zones are based on the one-way distance between the origin airport and destination airport. If connecting sectors are involved, the sector distances should be added together to determine the total one-way distance and the applicable award zone. Unless indicated otherwise, awards in the table apply to round-trip flights.
- Award zone "S" is not applicable for one-way tickets on Aer Lingus. Award zones "S" and "A" are not applicable for Alaska Airlines flights to or from Mexico with sector distances of less than 1,200 miles.
- Awards are not available on codeshare flights.
- Mixed class and mixed carrier awards do not apply to class upgrades and companion tickets.
- For Cathay Pacific flights without Premium Economy Class, upgrading from Economy to Business Class is allowed.
- For British Airways flights without Premium Economy Class (World Traveller Plus), upgrading from Economy to Business is allowed.
- Fees and taxes imposed by government, other authority, or by the operator of an airport are HKD50 or more, and additional carrier-imposed charges, surcharges or fees of HKD129 or more will apply. The actual required miles and government and airport taxes/fees plus all carrier-imposed surcharges for all passengers will be advised at the time of booking.
- Other airline award redemption terms and conditions apply.

## Priority Awards Chart

Priority Awards give you a better chance of getting a seat on Cathay Pacific and Dragonair on popular routes or during peak seasons. For added flexibility, you can redeem a one-way Priority and then a one-way Standard Award. Different Awards cannot be redeemed in the same transaction.

	Award Zone						
	S	A	B	C	D	E	F
Distance in actual miles	0 - 600	601 - 1,200	1,201 - 2,500	2,501 - 5,000	5001 - 7,500	7,501 - 10,000	10,001+
<b>Priority Awards</b>	<b>Asia Miles required to claim award</b>						
<b>Priority Awards Tier 1*</b>							
One-way Economy Class	15,000	25,000	30,000	45,000	80,000	95,000	120,000
Economy Class	25,000	35,000	45,000	75,000	120,000	155,000	190,000
One-way Premium Economy Class	20,000	30,000	40,000	80,000	130,000	145,000	185,000
Premium Economy Class	30,000	45,000	60,000	140,000	195,000	240,000	290,000
<b>Priority Awards Tier 2**</b>							
One-way Economy Class	20,000	35,000	40,000	65,000	120,000	135,000	170,000
Economy Class	30,000	45,000	60,000	115,000	175,000	215,000	285,000
One-way Premium Economy Class	28,000	42,000	55,000	130,000	210,000	225,000	275,000
Premium Economy Class	40,000	70,000	90,000	225,000	310,000	365,000	450,000
* Priority Awards Tier 1 provides more redemption seat availability than Standard Awards.							
** Priority Awards Tier 2 provides more redemption-seat availability than Standard Awards and Priority Awards Tier 1.							

### General conditions

- Award zones are based on the one-way distance between the origin airport and destination airport. If connecting sectors are involved, the sector distances should be added together to determine the total one-way distance and the applicable award zone. Unless indicated otherwise, the awards in the table apply to round-trip flights.
- Awards are not available on any codeshare flights.
- Priority Awards have two miles requirement levels. Be sure to book your desired travel at the lowest available miles requirement level.
- Priority Awards offer more availability than Standard Awards to give you a better chance of getting a seat on Cathay Pacific and Dragonair flights during peak-travel periods.
- Priority Awards are available in Economy Class and Premium Economy Class on Cathay Pacific and Dragonair flights. Premium Economy Class is available on Cathay Pacific flights only.
- Priority Awards allow mixed-carrier itineraries (Cathay Pacific and Dragonair).
- Priority Awards are subject to capacity control.
- Redeeming a one-way Priority Award with a separate one-way Standard Award may provide better flexibility. Different Awards cannot be redeemed in the same transaction.
- Priority Awards will be available for redemption bookings made on or after 21 October 2014.
- Fees and taxes imposed by government, other authority, or by the operator of an airport are HKD50 or more, and additional carrier-imposed charges, surcharges or fees of HKD129 or more will apply. The actual required miles and government and airport taxes/fees plus all carrier-imposed surcharges for all passengers will be advised at the time of booking.
- Other airline award redemption terms and conditions apply.

## Airline Partners Awards Chart

The chart below details the award types available on specific airline partners.

Awards options/Airlines	EI	AB	CA	NZ	AS	AA	BA	CX	MU	KA	AY	GF	IB	JL	9W	LA	MH	QF	QR	BI	RJ	S7	UL	JJ	US
One-way First, Business and Economy Class	Y <sup>1</sup>	Y <sup>1</sup>	Y	Y <sup>18</sup>	Y <sup>2</sup>	Y	Y	Y	Y	Y		Y			Y		Y	Y	Y	Y <sup>1</sup>			Y <sup>1</sup>	Y	Y
One-way Premium Economy Class							Y	Y										Y							
One-way upgrade from Economy to Premium Economy Class								Y <sup>3</sup>																	
One-way upgrade from Premium Economy to Business Class								Y <sup>3</sup>																	
One-way upgrade from Economy to Business Class								Y <sup>3</sup>		Y <sup>4</sup>															
One-way upgrade from Business to First Class								Y <sup>3</sup>		Y <sup>4</sup>															
Round-trip First, Business and Economy Class	Y <sup>1</sup>	Y <sup>1</sup>	Y	Y <sup>18</sup>	Y <sup>2</sup>	Y	Y	Y	Y	Y	Y <sup>1</sup>	Y	Y <sup>1</sup>	Y	Y	Y	Y	Y	Y	Y <sup>1</sup>	Y <sup>1</sup>	Y <sup>1</sup>	Y <sup>1</sup>	Y	Y
Round-trip Premium Economy Class							Y	Y										Y							
One-way and round-trip Priority Award								Y		Y															
First and Business Class companion travel							Y	Y	Y	Y															
Upgrade from Economy to Premium Economy Class							Y <sup>6</sup>	Y <sup>3</sup>																	
Upgrade from Premium Economy to Business Class							Y <sup>6</sup>	Y <sup>3</sup>																	
Upgrade from Economy to Business Class						Y <sup>5</sup>	Y <sup>6</sup>	Y <sup>3</sup>		Y <sup>4</sup>															
Upgrade from Business to First Class						Y <sup>5</sup>	Y <sup>6</sup>	Y <sup>3</sup>		Y <sup>4</sup>															
Asia Miles mixed carrier award <sup>7</sup>	Y	Y		Y <sup>8</sup>	Y	Y	Y	Y		Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y		Y	Y	Y
<b>oneworld®</b> Multi-Carrier award		Y				Y	Y	Y		Y	Y		Y	Y		Y	Y	Y	Y		Y	Y	Y	Y	Y

EI = Aer Lingus	CX = Cathay Pacific Airways	9W = Jet Airways	S7 = S7 Airlines
AB = airberlin	MU = China Eastern Airlines	LA = LAN	UL = Sri Lankan Airlines
CA = Air China	KA = Dragonair	MH = Malaysia Airlines	JJ = TAM
NZ = Air New Zealand	AY = Finnair	QF = Qantas Airways	US = US Airways
AS = Alaska Airlines	GF = Gulf Air	QR = Qatar Airways	
AA = American Airlines	IB = Iberia	BI = Royal Brunei Airlines	
BA = British Airways	JL = Japan Airlines	RJ = Royal Jordanian Airlines	

<sup>1</sup> First Class is not available for Aer Lingus (EI), airberlin (AB), Air New Zealand (NZ), Finnair (AY), Iberia (IB), Royal Brunei Airlines (BI), Royal Jordanian Airlines (RJ), S7 Airlines (S7) or SriLankan Airlines. Business Class is not available for Alaska Airlines (AS).

<sup>3</sup> For Cathay Pacific flights, only fare classes Y, B, H, K and M are eligible for Economy to Premium Economy Class Upgrade Awards. Only fare classes W and R are eligible for Premium Economy to Business Class Upgrade Awards. Upgrade Awards are only applicable from Economy Class to Business Class for flights without Premium Economy Class. Only fare classes J, C, D and I are eligible for Business to First Class Upgrade Awards.

<sup>4</sup> For Dragonair flights, only fare classes Y, B, H, K and M are eligible for Economy to Business Class Upgrade Awards. Only fare classes J, C, D and I are eligible for Business to First Class Upgrade Awards.

<sup>5</sup> For American Airlines, only fare classes Y, B and H are eligible for Economy to Business Class Upgrade Awards. Only fare classes J, D and I are eligible for Business to First Class Upgrade Awards.

<sup>6</sup> For British Airways, only fare classes Y, B and H are eligible for Economy to Premium Economy Class (World Traveller Plus Class) Upgrade Awards. Only fare classes W, T and E are eligible for Premium Economy (World Traveller Plus Class) to Business Class Upgrade Awards. Upgrade Awards are only applicable from Economy to Business Class upgrades for flights without Premium Economy Class (World Traveller Plus). Only fare classes J, C, D, I and R are eligible for Business to First Class Upgrade Awards.

<sup>7</sup> Mixed carrier award refers to a one-way or round-trip award ticket which involves Cathay Pacific plus 1 other Asia Miles airline partner. Mixed carrier awards do not apply to class upgrades and companion awards.

<sup>8</sup> Available from 31 January 2013 for sectors between Auckland and Hong Kong only.

## oneworld Multi-Carrier Awards Chart

This chart is applicable when you redeem round-trip award tickets with an itinerary that includes:

- Two **oneworld®** alliance airlines, where Cathay Pacific or Dragonair is not included; or
- Three or more **oneworld** alliance airlines when Cathay Pacific or Dragonair is included.

You can choose from all **oneworld** alliance airlines on one award with a maximum distance range of up to 50,000 miles.

Award zone	Distance in actual miles	Asia Miles required to claim award / award type		
		Economy Class	Business Class	First Class
1	0 – 1,000	30,000	55,000	70,000
2	1,001 – 1,500	30,000	60,000	80,000
3	1,501 – 2,000	35,000	65,000	90,000
4	2,001 – 4,000	35,000	70,000	95,000
5	4,001 – 7,500	60,000	80,000	105,000
6	7,501 – 9,000	60,000	85,000	115,000
7	9,001 – 10,000	65,000	95,000	130,000
8	10,001 – 14,000	85,000	115,000	155,000
9	14,001 – 18,000	90,000	135,000	190,000
10	18,001 – 20,000	95,000	140,000	205,000
11	20,001 – 25,000	110,000	160,000	235,000
12	25,001 – 35,000	130,000	190,000	275,000
13	35,001 – 50,000	150,000	220,000	335,000

### General conditions

1. The awards zone is determined by the actual miles flown in all of the sectors of your itinerary.
2. You can make a maximum of five stopovers, two transfers and two open-jaws at either origin, en route or turnaround point, subject to airline partners' terms and conditions.
3. Fees and taxes imposed by government, other authority, or by the operator of an airport are HKD50 or more, and additional carrier-imposed charges, surcharges or fees of HKD129 or more will apply. The actual required miles and government and airport taxes/fees plus all carrier-imposed surcharges for all passengers will be advised at the time of booking.
4. All award travel terms and conditions apply.

## Member Benefits

In addition to redeeming your Asia Miles for travel and lifestyle awards, there are many other ways to use your miles.

### Asia Miles Gift Miles

Give your loved ones the gift of travel. Purchase Asia Miles Gift Miles™ for friends and family today.

Minimum purchase amount is 1,000 miles at USD32.5, with further blocks of 500 miles available at USD16.25 per block. A USD20 service fee applies per purchase transaction.

In any calendar year you can:

- Purchase up to 15,000 miles
- Receive up to 30,000 purchased miles

You can also earn extra miles for yourself when buying for others by using an Asia Miles partners' credit card for your purchase.



### Asia Miles for Charity and the Environment

Now you can donate your Asia Miles to your choice of five charities: C.A.R.E. Society, ORBIS, Oxfam Hong Kong, Hong Kong Red Cross and UNICEF. With your donation the charities can send aid workers, volunteers and doctors around the world, or bring elderly relatives closer together with the gift of free travel.

In addition, you can contribute your Asia Miles to FLY greener, a pioneering programme initiated by Cathay Pacific and Dragonair that allows you to reduce your carbon footprint.



### Asia Miles Top-Up

There may be times when you need to top up your Asia Miles to redeem the award of your choice. This is easy to do. As long as you have at least 70% of the Asia Miles required for your desired award, you can purchase the remaining amount in blocks of 2,000 Asia Miles at USD60 per block.

### Asia Miles Mileage Renewal

Your Asia Miles are currently valid for three years and you can renew the validity for another three years. This is ideal if your miles are about to expire and you want to redeem them for awards at a later date. Prior to the expiry of your Asia Miles, you can renew them in blocks of 2,000 miles, and each block renewal will be charged (online: USD40; other channels: USD100).

### Asia Miles Mileage Transfer

You can transfer your Asia Miles to the account of a redemption group member at any time so your family and friends can redeem them for a range of exciting rewards with your transferred miles. To transfer miles, the minimum block transfer is 10,000 miles at a service fee (online: USD170; other channels: USD250), and further blocks of 5,000 miles can be transferred at a service fee per block (online: USD140; other channels: USD200).

### Miles Exchange

Exchange your reward programme currencies between Asia Miles and other loyalty programmes through Points.com. The world's only reward programme management website, Points.com lets you earn more by exchanging your other programme balances for Asia Miles, as well as redeem your miles and points for an array of retail gift card options. For more details, please visit [www.points.com](http://www.points.com).

## Instant Upgrade Award

Now you can redeem miles for an Instant Upgrade Award and experience the luxury of flying in First, Business or Premium Economy Class on Cathay Pacific, or in First or Business Class on Dragonair. For exact redemption amounts, please refer to the Asia Miles Awards Charts on [www.asiamiles.com](http://www.asiamiles.com). To ensure quick processing, please have your membership card, booking reference number and ticket(s) ready.

### How to redeem your Instant Upgrade Award: Cathay Pacific or Dragonair

At airports worldwide: Please make your request when checking in for your flight.

If you do not have enough miles to redeem an Instant Upgrade Award and are flying from HKIA, you may purchase up to 30% of the remaining miles you require with Asia Miles Top-Up.

## Extra Baggage Redemption

When travelling on Cathay Pacific or Dragonair, you can save on extra baggage costs by redeeming your Asia Miles for an extra baggage allowance. The number of Asia Miles required depends on your travel distance. For example, you only need 6,500 Asia Miles to redeem an extra 10kg of baggage on a flight from Hong Kong to Shanghai (Zone A).

Zone	S	A	B	C	D	E	F
Zone distance in miles	0–600	601–1,200	1,201–2,500	2,501–5,000	5,001–7,500	7,501–10,000	10,001+
Asia Miles per 10kg (22lbs)#	5,000	6,500	9,000	12,000	18,000	21,000	24,000
Asia Miles per bag*	8,000	10,000	12,000	16,000	24,000	28,000	32,000
Asia Miles per oversize bag^	12,000						

Please present your Asia Miles membership card at all Cathay Pacific and Dragonair check-in counters worldwide to instantly redeem your extra baggage allowance or contact our service hotline at least ten working days before your flight departure.

# Applicable on all flights marketed and operated by Cathay Pacific (including Cathay Pacific/Dragonair connections), and on all flights between Auckland and Hong Kong where the itinerary contains an onward flight to any other destination. Excludes journeys with any flight sector to, from or via the Americas (Extra charge by weight).

\* Applicable on flights marketed and operated by Cathay Pacific (including Cathay Pacific/Dragonair connections) for journeys which include any flight sector to, from or via the Americas, and between Auckland and Hong Kong. (Extra charge by weight).

^ Applicable on flights marketed and operated by Cathay Pacific (including Cathay Pacific/Dragonair connections) for journeys which include any flight sector to, from or via the Americas, or between Auckland and Hong Kong for bags heavier or larger than the stated free baggage allowance, of over 23kg (50lbs) and up to 32kg (70lbs) for Economy Class or over 158cm (62in) and up to 203cm (80in) for all classes.

## Extra-legroom Seats Redemption

Enjoy a more spacious journey the next time you fly Economy Class on Cathay Pacific and Dragonair with our Extra-legroom Seats! You can secure your seat as follows:

Flights	Amount per sector	
	Asia Miles	USD
Long Haul Flight between Hong Kong and Southwest Pacific, North America, Europe, Africa, Middle East or Indian Subcontinent.	△26,000	\$130
Short Haul Flight between the destinations not mentioned above, including flights to / from Japan, itineraries originated from Korea as well as flights between New York and Vancouver etc.	△7,000	\$35

After your ticket has been issued, please call Asia Miles Service Centre on +852 2747 3838 (Hong Kong) or +800 2747 3838 (worldwide toll-free) to redeem your Extra-legroom Seat.

Notes:

- Members must have sufficient miles for redemption at the time of booking their Extra-legroom Seats.
- Seats are allocated on a first-come, first-served basis after ticket issuance.
- Charge can be paid in USD or equivalent in local currency according to the HKD exchange rate at the point of sale, and is subject to currency fluctuations.

Please refer to full details and safety criteria on Extra-legroom Seats at [www.cathaypacific.com](http://www.cathaypacific.com) or [www.dragonair.com](http://www.dragonair.com).



## Online Services

### Log on to [www.asiamiles.com](http://www.asiamiles.com)

Our website is available in English, Traditional Chinese, Simplified Chinese, Japanese and Korean. So update your personal details and receive the latest Asia Miles communications. Simply enter your membership number or username and Personal Identification Number (PIN) to enjoy the latest Asia Miles news and offers, as well as a wide range of convenient online services:

- Check your Asia Miles account balance, view your latest transactions and personalised redemption and earning offers.
- Update your profile, such as PIN, redemption group and more.
- Use the Airline Earn Calculator to see how many miles you can earn on your next trip.
- Claim missing miles for flights on Cathay Pacific, Dragonair or our other selected Airline Partners.
- Purchase Asia Miles Gift Miles.
- Redeem flight and lifestyle awards.
- Use the Flight Awards Finder to see the number of miles required for your desired flight awards.
- Access the Cathay Pacific and Dragonair “Manage Booking” service.
- Transfer or renew mileage.
- Give your Asia Miles to charity or to help protect the environment.
- Register for promotions and subscribe to Asia Miles News & Offers via email for all of the latest updates.
- Retrieve your PIN and membership card replacement.

### Asia Miles iAuction

At Asia Miles iAuction, you can use your Asia Miles to bid for exclusive online deals and lifestyle awards. To place a bid, simply:

- Visit the iAuction site at [www.asiamiles.com](http://www.asiamiles.com).
- Choose the item you want to bid for.
- Enter the number of Asia Miles you want to bid in the bidding table.
- Click the “Place bid” or “Get it now!” button to bid.

If your bid wins, you will be notified immediately by email and/or SMS. You will also receive email and/or SMS notifications whenever a higher bid is made. It is up to you to increase your bid or let your last bid stand. Please read iAuction terms and conditions prior to submitting your bid.

Note: All Asia Miles members are pre-registered as users of the iAuction site. Members must be at least 18 years of age and have a valid email address to enter a bid. Asia Miles iAuction terms and conditions apply.

### Asia Miles iShop

Shop online with Asia Miles iShop and earn Asia Miles from a wide range of merchants offering thousands of fantastic products and brands.

To earn Asia Miles via iShop, simply

- Visit the iShop site at [shop.asiamiles.com](http://shop.asiamiles.com).
- Log on with your Asia Miles membership number/username and PIN.
- Browse through our various online merchants from a range of categories.
- Shop as you normally would.

To earn Asia Miles from an online purchase, you MUST click through to the merchant’s website via iShop. This allows us to track you via cookies, validate your purchase and credit Asia Miles to your account.

The enhanced redemption features of Asia Miles Hotel and Car Rental Awards incorporates a number of exciting new elements:

- More than 60,000 hotels, ranging from luxury properties to budget accommodations.
- A wide range of luxury, sports and hybrid vehicles for business or vacation requirements available in 13 countries.
- Detailed information on hotels and cars, including clear categorisation of products in terms of different room types and vehicle types, features and added values. Hotel reviews by TripAdvisor are also included.
- Streamlined redemption procedures providing members with the ability to view the latest status of availability online and obtain instant confirmation of hotel and car rental redemptions.

With just a few clicks, members can conveniently redeem hotel stay and car rental services.

**Step 1**

**Login**

Login to your Asia Miles account

**Step 2**

**Search**

Search for your preferred hotel and car rental awards or check out the featured awards

**Step 3**

**Select**

Choose your hotel stay or car rental and provide the traveler(s) details

**Step 4**

**Payment**

Settle the booking by using Asia Miles

**Step 5**

**Confirm**

Receive an instant confirmation with your itinerary and voucher(s) via email

**Step 6**

**Arrival**

Present your printed voucher(s) upon arrival

## Mobile Channels

Stay connected and make life on the go more rewarding than ever with Asia Miles on your mobile device! You can now download our app from the App Store or Google Play and enjoy our comprehensive services anytime, anywhere!

### Mobile Site

Simply enter [www.asiamiles.com](http://www.asiamiles.com) into your smartphone's browser and bookmark it. You can manage your account, use handy online mileage calculators and award finders, and browse the latest offers and lifestyle awards, as well as partner details... all at your fingertips!

### Mobile Application

Keep track of your Asia Miles balance whenever, wherever! Want to treat your taste buds? Use of our Google Map "Partner Locator" to find great restaurants that reward you for dining. Remember, your mobile membership card is a great supplement to your physical membership card, making it easy for you to earn miles and redeem fantastic lifestyle awards. It's perfect for when you want to travel light!



# Terms and Conditions

These terms and conditions govern the contractual relationship between Asia Miles Limited ("AML") and members of Asia Miles. The terms and conditions should be read carefully, particularly as they include limitations and exclusions of liability in favour of AML, Cathay Pacific Airways Limited ("CPA") and Partners.

## 1. Interpretation

"Active Members"	means members who have travelled a minimum of one eligible air sector or accrued a minimum of 250 mileage credits.
"Airline Award Travel"	means any ticket or upgrade issued by CPA or partners upon redemption of the required number of mileage credits by a member.
"Asia Miles"	means the travel and lifestyle rewards programme operated by AML on behalf of CPA in conjunction with its partners.
"Asia Miles Service Hotline"	means the enquiry line for Asia Miles.
"Companion Award Travel"	means the use of mileage credits to redeem a ticket for a companion to travel with a member who has purchased a First or Business Class fare paying ticket.
"Member"	means any person who is a member of the Asia Miles travel and lifestyle rewards programme.
"Members' Guide"	means the Asia Miles members' guide, which sets out additional information and terms and conditions relating to Asia Miles, and may be amended from time to time, a copy of which can be found at <a href="http://www.asiamiles.com">www.asiamiles.com</a>
"Mileage Credits"	means the unit of measurement of Asia Miles, such mileage credits being awarded to members in connection with air travel, services and products purchased or usage of participating services and products as determined by AML in its sole discretion.
"Partners"	means businesses with whom AML has made arrangements for members to earn mileage credits by using the products or services of such businesses. A full list of partners is available at <a href="http://www.asiamiles.com">www.asiamiles.com</a>
"Redemption Group Nominee" or "Nominee"	means individuals nominated by a member in accordance with section "Redemption Group" below, who are thereby eligible to benefit from a member's redemption of mileage credits.

## 2. General Conditions

- Asia Miles is managed and operated by AML. AML is wholly owned by CPA, a global airline company with operations, offices, affiliates and business partners located worldwide.
- Asia Miles is open to individuals aged two or above. In respect of minors (individuals aged under 18 years), parental or legal guardian consent is required to join Asia Miles. Membership is not available to corporations or other legal entities. Membership is accepted at the sole discretion of AML.
- Members will be issued with a membership number and membership card. The use of this number/card and associated benefits is deemed to be acceptance of these Asia Miles terms and conditions to the benefit of AML, CPA and all partners.
- Membership in Asia Miles and membership cards are not transferable and may only be used by the member, and pooling of Asia Miles accounts are not allowed. Membership cards remain the property of AML and must be returned upon termination of membership or otherwise upon request. Misuse of membership cards or programme benefits may result in termination or suspension of membership, or withdrawal of benefits.
- AML reserves the right to modify Asia Miles structure, benefits and other features, including these terms and conditions, or to terminate Asia Miles at any time. Although AML will use reasonable effort to notify members of material changes to Asia Miles and/or to these terms and conditions, it is the responsibility of members to keep themselves up to date in respect of the Asia Miles programme and these terms and conditions. Any use of Asia Miles by a member will be deemed as acceptance of any amendment. AML, CPA and/or partners will not be liable for loss or damage resulting from any amendment to Asia Miles or to these terms and conditions.
- Upon becoming an active member of Asia Miles, members will receive a permanent membership card. A fee will be charged for replacing lost or damaged cards.
- Members under the age of 18 years will not receive any promotional material.

## 3. Enrolment

- Potential members can apply online at [www.asiamiles.com](http://www.asiamiles.com) or enrol through completing an application form, and can start to quote their membership number and accrue mileage credits at that time. However, membership is not confirmed and mileage credits accrued will not be honoured until the application to join Asia Miles has been accepted and processed by AML.
- Application forms are not valid and will not be processed unless completed correctly and hard copy applications are signed by the applicant.
- Members will not receive a permanent membership card until they have become active.
- Membership of Asia Miles is at the sole discretion of AML and AML may refuse membership to any applicant.

## 4. Membership Termination

- An Asia Miles membership account which has not recorded any activity for a period of 36 months will be suspended and closed without notice, once all remaining mileage credits have expired.
- Members may terminate their membership at any time by giving written notice to AML and returning their membership card, at which time any outstanding mileage credits will be cancelled.
- AML may forthwith terminate the membership of a member and the right of a member to use his/her membership card if a member commits misconduct or fraud, misuses Asia Miles programme benefits and awards, or fails to follow these terms and conditions. In such circumstances, AML shall simultaneously cancel all mileage credits of the member.

- AML may also terminate the membership of a member at its complete discretion and in such circumstances will provide the member with three to six months notice of termination. Upon expiry of the notice period, all unused mileage credits will be cancelled.
- Termination of membership for whatever reason shall be without prejudice to the accrued rights and remedies of AML, CPA, partners and the member as at the date of termination.
- Upon the death of a member the membership account will be closed and all outstanding mileage credits will be cancelled.
- If a member has obtained Airline Award Travel or other awards for himself/herself or others through fraud, dishonesty or deceit, then the member shall without limitation be liable to AML, CPA or partners for the full price of the Airline Award Travel or other products or services obtained together with all costs and damages incurred or suffered by AML, CPA or partners as a result thereof.
- In the event of termination of membership a member must forthwith return his membership card to AML.

## 5. Mileage Credits

- To earn mileage credits, members must quote their membership number at time of reservation and present their membership card at time of check-in, when paying the bill or upon delivery of partner products or services. Some partners may advise of different earning/crediting procedures which should then be followed by members.
- If a temporary Asia Miles membership card is presented to earn mileage credits, the member is required to use and provide a name that is identical to the one submitted on his/her Asia Miles application form.
- Only certain transactions with partners are eligible to earn mileage credits. These are or will be outlined in the members' guide, Asia Miles website at [www.asiamiles.com](http://www.asiamiles.com) and from time to time may be specifically published by AML and/or partners.
- For promotions restricted to a particular market, residency is determined by the member's preferred mailing address as registered with Asia Miles.
- Mileage credits will only be officially recorded upon the acceptance of an Asia Miles membership application and approval of membership status.
- Mileage credits are not transferable to other airline programmes and AML does not accept the conversion of reward points of other airlines to mileage credits.
- Mileage credits are not transferable to other non-airline partner programmes. Except in cases where specified in the programme information, such as Points.com and MoneyBack.
- The reward points of credit and charge card partners, certain hotel partners, telecoms partners and petrol station partners can be converted to Asia Miles. Details of these partners and the relevant conversion details can be obtained at [www.asiamiles.com](http://www.asiamiles.com)
- Members can exchange reward programme currencies between Asia Miles and other Points.com partners. In this case, the terms and conditions of Points.com will apply.
- In order to be eligible for mileage credits, members must make sure that the name used in a transaction especially when printed on airline tickets, exactly matches the name as registered with Asia Miles.
- Mileage credits may take between 4 to 6 weeks after travel or transaction to be credited to member's account. Some mileage credit transactions may have different processing times depending on the partner.
- Mileage credits are valid for redemption awards as soon as they are credited to a member's account.
- Mileage credits are valid for three years from the date of accrual.
- If AML incorrectly denies mileage credits to a member, then AML's only liability will be to provide the member with the number of mileage credits originally denied.

## 6. Air Mileage Credits

- The actual mileage credits earned by a member are a percentage, based on class flown of the Great Circle Distance in miles between the origin airports and destination airports. For connecting flights that require a change of flight number, the sum of the Great Circle Distance of each segment will form the basis of the mileage credits. There is no minimum mileage earned guarantee. Mileage earned is not affected by complimentary upgrades or involuntary downgrades.
- If a member's air travel is disrupted due to reasons beyond the control of CPA or an airline partner (for example, extreme weather conditions/acts of God) and the member is forced to change carrier, mileage credits on the disrupted segments of the purchased ticket will only be credited to the original itinerary. In such circumstances the member will need to mail or fax the original passenger receipt and boarding pass to AML.
- AML and/or all partners may exclude specific flights from the crediting of mileage credits with or without notice to a member.

## 7. Non-Airline Mileage Credits

- Mileage credits that are available and awarded for non-airline transactions will be as specified by each partner participating in Asia Miles. The earning propositions of individual partners and what qualifies for non-airline mileage credits are outlined at [www.asiamiles.com](http://www.asiamiles.com) as well as in the members' guide and may be amended from time to time by AML.
- Members may earn mileage credits for each qualifying hotel stay at participating hotel partners. A hotel stay is defined as any number of consecutive nights at one hotel, regardless of the number of rooms booked during the stay and regardless of the number of occasions the member checks in during the stay. Qualifying stays refer to stays at published, rack, corporate or company rates, and not stays at special, group or discount rates. Members may need to enrol in frequent guest programmes of certain hotel partners to earn mileage credits.
- Members may earn mileage credits for each qualifying car rental with participating car rental partners, regardless of the number of days or cars rented. Rentals made at package, travel industry or employee rental rates do not qualify. Rentals may need to be made in conjunction with air travel to qualify.
- Non-airline partners may apply additional terms and conditions in respect of the availability and eligibility of earning mileage credits.

## 8. Dining & Banquets

### 8.1 Dining

- 8.1.1 Members must dine and pay at the location designated by the dining partner in order to earn mileage credits. Members staying at hotels and dining at a dining partner at that hotel must settle payment separately at the dining partner in order to earn mileage credits.
- 8.1.2 It is the member's responsibility to check the details of their Asia Miles dining receipt (or electronically printed restaurant receipt with pre-printed membership number and member name) for accuracy and to retain the original customer copy before leaving the dining partner. AML is not liable for mileage claims in the event of loss of the original Asia Miles dining receipt (or electronically printed restaurant receipt) and/or non-presentation of membership card at the time of payment.
- 8.1.3 Mileage credits will be earned on total food and beverage spending including service charges and taxes, where applicable. Tips are excluded in all markets. Please refer to dining.asiamiles.com for details.
- 8.1.4 Members must meet a minimum spend criteria per transaction in order to begin earning mileage credits. Members can earn mileage credits up to a maximum spend per dining transaction. Spending criteria vary depending on the market. Please refer to dining.asiamiles.com for details.

	Spend (local currency)	Miles	Min	Max
Hong Kong	2	¥1	HKD300	HKD10,000
Canada	1	¥1	CAD60	CAD1,800
China	2	¥1	RMB300	RMB10,000
Indonesia	2,500	¥1	IDR400,000	IDR12,000,000
Philippines	10	¥1	PHP1,200	PHP50,000
Macau	2	¥1	MOP300	MOP10,000
Singapore	1	¥1	SGD70	SGD2,000
Taiwan	10	¥1	TWD1,500	TWD42,500
Thailand	10	¥1	THB1,600	THB55,000
Vietnam	1	¥1	USD30	USD1,250

- 8.1.5 Only one Asia Miles dining receipt (or electronically printed restaurant receipt with pre-printed membership number and member name) will be issued per restaurant bill or dining transaction.
- 8.1.6 Members must purchase food and/or beverage in order to qualify. Breakfast/Brunch/Lunch/Tea/Dinner/Bufferet menus are acceptable, unless otherwise specified.
- 8.1.7 Mileage credits cannot be earned in conjunction with other dining partner-related promotions or discounts. Members are advised to check with the dining partner(s) concerned prior to dining.
- 8.1.8 Dining partners may apply additional terms and conditions with regard to the availability and eligibility of earning mileage credits.

### 8.2 Banquets

- 8.2.1 Members must hold a banquet at the location designated by the banquets partner in order to earn mileage credits. Members staying at hotels and holding banquets at that hotel must settle payment separately in order to earn mileage credits.
- 8.2.2 It is the member's responsibility to check the details of their receipt issued by the banquets partner for accuracy and to retain the original customer copy before leaving the banquets partner. AML is not liable for mileage claims in the event of loss of the original receipt issued by the banquets partner and/or non-presentation of membership card at the time of payment.
- 8.2.3 Mileage credits will be earned on total food and beverage spending when holding a banquet including service charges and taxes, where applicable. Tips are excluded in all markets. Please refer to dining.asiamiles.com for details.
- 8.2.4 Members must meet a minimum spend criteria per transaction in order to begin earning mileage credits. Members can earn mileage credits up to a maximum spend per transaction. Spending criteria vary depending on the market. Please refer to dining.asiamiles.com for details.
- 8.2.5 Mileage credits cannot be earned in conjunction with other banquets partner-related promotions or discounts. Members are advised to check with individual banquets partner prior to booking.
- 8.2.6 Banquets partners may apply additional terms and conditions with regard to the availability and eligibility of earning mileage credits.

## 9. Account Statement

- 9.1 Reprints of account statements are available for a period of 12 months from the issue date. A service fee of USD50 or 5,000 mileage credits will be charged for every statement reprinted.

## 10. Missing Mileage Requests

- 10.1 Requests for missing mileage credits will be entertained only if the membership number was properly quoted at the time of reservation or online transaction and the membership card was presented at flight/hotel check-in, or when paying for other partner services.
- 10.2 Members can claim missing mileage credits for air activities at www.asiamiles.com. For claims relating to airline partners other than CPA and Dragonair, supporting documents including original boarding passes and e-ticket itinerary receipts for electronic tickets should be faxed or mailed separately.
- 10.3 Alternatively, members can also complete a Missing Mileage Request Form and send it to AML together with supporting documents as follows:
  - 10.3.1 Airlines (except CPA and Dragonair) – boarding pass and e-ticket itinerary receipt for electronic ticket. For Airberlin, Air China, Alaska Airlines, China Eastern Airlines, Gulf Air, Malaysia Airlines and Royal Brunei Airlines, please submit the **e-ticket itinerary receipt and original boarding pass** together with the request form.

- 10.3.2 Hotels, Cars & Transport, Retail, Travel & Leisure – original receipt (For Accor Hotels & Resorts, Aerosoles, agnès b. FLEURISTE, agoda.com, Airport Express, A for Apple, B&W Bowers & Wilkins, Clarins, Columbia, Ctrip, ELEMENTS, Esso, Forbes Asia, HRS (Hotel Reservation Service), Jinling Hotels & Resorts, Laithwaites Wine, Mangocity.com, Marriott® International, MoneyBack, MTM, New Century Hotels & Resorts, Ngong Ping 360, Oregon Scientific, Petro-Canada, Plaza Premium Lounge, Ponti Wine Cellars, Regal Hotels International, rentalcars.com, Rockport, Sense of Touch, Shangri-La Hotels and Resorts, South China Morning Post, Starwood Hotels & Resorts Worldwide, Swire Hotels, terre d'Oc, The Ascott Limited, The Economist, The Sherwood Taipei, The Wall Street Journal Asia, TSL Jewellery, TurboJET and Vogue Laundry, please check directly with the partner concerned).
- 10.3.3 Dining – original Asia Miles dining receipt or electronically printed restaurant receipt with pre-printed membership number and member name.
- 10.3.4 Banquets – please check directly with the partners concerned and present the original receipt.
- 10.3.5 Finance & Insurance, Telecoms, Professional Services – please check directly with the partners concerned.
- 10.4 For Asia Miles iShop, members can claim the miles online. Please make sure you read the purchase conditions of the merchant and the Asia Miles iShop terms and conditions before submitting your claim.
- 10.5 All documents submitted will be retained for record purposes. Members are required to keep copies for their own reference. Illegible copies will prolong or may prevent the processing of an application.
- 10.6 For missing mileage credits from partners in the categories Finance & Insurance, Telecoms, Travel & Leisure, Cars & Transport (including Car Rental), Retail, Dining & Banquets (for banquets partners only) and Professional Services, members should resolve any issues directly with the partner concerned.
- 10.7 Missing mileage credits requests will only be accepted for processing within six months of the transaction date. Missing mileage credits may take up to 60 days after receipt to be credited to members' accounts. For Asia Miles iShop, lead-times for accepting claim requests and missing mileage credits may vary depending on the merchant or transaction status. Please refer to the important notes on the online form.
- 10.8 Requests for missing mileage credits cannot be entertained for travel completed more than 1 month prior to the date of the enrolment into the Asia Miles programme.

## 11. Redemption Groups

- 11.1 A member may nominate up to five individuals at any one time to be a "Redemption Group Nominee" or "Nominee." Nominees are eligible for Airline Award Travel, extra baggage allowance and lifestyle awards.
- 11.2 A service fee (online: USD90; other channels: USD160) will be charged for every change/deletion of existing redemption group member(s) regardless of the number of individuals changed. Adding additional Nominees up to the 5 permitted or updating an existing nominee's membership number or title is not considered a change and no fee will apply. Members can register Nominees online.
- 11.3 A child or infant Nominee is treated the same as an adult Nominee and requires the same mileage credits for award travel. Corporations or other legal entities cannot be Nominees.
- 11.4 Award travel for Nominees must be claimed by the member in the same way as member claims travel for himself or herself. Nominees may not directly claim Airline Award Travel.
- 11.5 Nominees/travel agents/secretaries, etc. who contact the Asia Miles Service Hotline to make bookings must provide items of identifications from the member's profile.

## 12. Warranties

A User hereby warrants as follows

- 12.1 That the User shall comply with all applicable laws, statutes, ordinances and regulations regarding use of the Website, Materials and Services.
- 12.2 That the User shall use the Website, Materials and Services solely for legal purposes and will not infringe the rights of any third party in using the Website, Materials and Services.

## 13. Airline Award Redemption - General Conditions

- 13.1 All mileage credits required for Airline Award Travel must be earned by the same member under the same account and pooling of mileage credits is not permitted.
- 13.2 Redeeming mileage credits for Airline Award Travel is subject to capacity control which may limit the number of seats available for Airline Award Travel. Members acknowledge that CPA and its partners reserve the right to limit the number of seats made available for Airline Award Travel at their absolute discretion. In addition, some partners may impose blackout periods during which Airline Award Travel is not permitted. AML does not guarantee that seats will be available for Airline Award Travel on any particular flight and class or to any particular destination on CPA or any partner airlines. Members acknowledge that mileage credits may be redeemed through a range of non-airline related awards.
- 13.3 The issuance of tickets for Airline Award Travel is subject to the passenger being responsible for applicable departure taxes, airport or government handling fees, fuel surcharges, security and insurance charges and any other fees charged by any authorised entity. The passenger shall also be responsible for all other expenses and any other charges, claims or liabilities arising in relation to the use of tickets for Airline Award Travel.
- 13.4 Members are eligible for Airline Award Travel only when they clearly indicate the nature and dates of airline awards when making a reservation for the flight desired.
- 13.5 Tickets for Airline Award Travel will be issued after a reservation is confirmed. Open dated tickets are not permitted for Airline Award Travel.
- 13.6 Tickets for Airline Award Travel will be issued automatically and before the ticketing deadline as determined by CPA and airline partners, once all the required information has been provided. It should also be noted that:
  - 13.6.1 All required information must be provided at the time of booking.
  - 13.6.2 Waitlisted flights for Airline Award Travel are not permitted.
- 13.7 All tickets for Airline Award Travel are valid for 12 months from the date of issue, unless otherwise specified. Promotional tickets may have a more restricted validity.

- 13.8 Tickets for Airline Award Travel rebooking:
- 13.8.1 are available for changes of confirmed flight date or flight number for tickets issued on or after 8 October 2013, with the same itinerary, same airline, and same ticket expiry date.
  - 13.8.2 incur a charge only if changing from one confirmed flight date/number to another confirmed flight date/number.
  - 13.8.3 are charged at USD25 or 1,000 mileage credits per flight sector, per passenger.
- 13.9 Tickets for Airline Award Travel may be re-issued:
- 13.9.1 Only for travel by the same person.
  - 13.9.2 Provided no part of the ticket for Airline Award Travel has been used.
  - 13.9.3 Subject to additional mileage credits being required if the new journey belongs to a higher award zone.
  - 13.9.4 USD100 or 10,000 mileage credits will be charged each time a ticket is reissued.
  - 13.9.5 Subject to having the same expiry date as the original ticket and for use on the same airline.
- 13.10 Once tickets for Airline Award Travel are issued, they are non-transferrable but refundable.
- 13.10.1 Provided no part of the ticket for Airline Award Travel has been used.
  - 13.10.2 Refund before ticket expiry date.
  - 13.10.3 USD120 or 12,000 mileage credits will be charged per ticket as a handling fee.
- 13.11 Not all award types are available through all partners. Members should refer to the Asia Miles members' guide and the "Redeem Miles" section of [www.asiamiles.com](http://www.asiamiles.com) for details. Awards may be subject to change or withdrawal.
- 13.12 Certain sectors and destinations for each Asia Miles airline partner may not be eligible for award redemption.
- 13.13 Certain partner flights are not eligible for redemption.
- 13.14 Use of Airline Award Travel is subject to the issuing airline's conditions of carriage and other conditions as specified by the issuing airline.
- 13.15 The sale or barter of mileage credits, Airline Award Travel or other programme benefits is prohibited and will result in the forfeiture of all mileage credits or awards and the cancellation of membership. Violators will be liable for damages suffered or incurred by AML, CPA and/or partners.
- 14. Redeeming Airline Awards**
- 14.1 Members can book their desired awards online or through the Asia Miles Service Hotline prior to the preferred departure date.
- 14.2 For telephone requests, members personal details must be verified in order to process a redemption request.
- 14.3 Redemption requests from parties other than the member, including Nominees will not be processed.
- 14.4 Travel agencies cannot issue award tickets for Airline Award Travel.
- 14.5 The appropriate number of mileage credits will be deducted from a member's account at the time of ticket issuance.
- 14.6 Members should immediately report any suspected unauthorised award claims. AML will decide at its discretion what action, if any, will be taken. AML may refuse to credit members with mileage credits to compensate for any unauthorised redemption should a member in anyway contribute to the unauthorised redemption by negligence or otherwise, including the disclosure of a member's PIN.
- 14.7 Other conditions apply to the issuance of companion and Upgrade Awards.
- 14.8 To redeem mileage credits for extra baggage allowance, members must call the Asia Miles Service Hotline at least 10 days prior to flight departure. Members must quote their booking reference number(s) when claiming their extra baggage allowance vouchers.
- 14.9 Extra baggage allowance can also be redeemed instantly by presenting your Asia Miles membership card at all CPA and Dragonair check-in counters worldwide upon departure, aircraft load permitting.
- 15. Airline Award - Award Miles Requirements**
- 15.1 For round-trip awards, Upgrade Awards and Companion Award Travel on single or dual carriers, the award miles requirements are based on the one-way actual miles between the origin airport and destination airport. Where the sum of the outbound one-way distance and the inbound one-way distance are not the same, the longer distance shall be used to determine the award zone.
- 15.2 The member or the Nominee may make two stopovers, two transfers or one open-jaw at either the origin, en route or turnaround point on all airline partners except Air China and Iberia where no stopovers or open-jaws are permitted. If the open-jaw is at the origin, the member or Nominee must return to the country of origin, though not necessarily to the same city. The member must depart from the intermediate point on the next available connecting flight. The preceding is all subject to airline partners' terms and conditions. For the purposes of this section, open-jaw means a flight itinerary where the departure city is different from the returning city, or alternatively, the destination city that a passenger arrives in is different from the one he/she returns from on the return portion of the trip.
- 15.3 For multiple sector award travel, the mileage credits required are that of the highest class booked in any single itinerary.
- 15.4 For one-way award travel, the sum of the total sectors to be flown will count for redemption purposes. In such circumstances, only one en route stopover is allowed.
- 15.5 To redeem a **oneworld** Multi-Carrier Award, the total mileage credits required in determining the award zone is the sum of the sector distance (between the origin airports and destination airports) of all sectors in the itinerary. The member or Nominee can make a maximum of five stopovers. In addition, two transfers and two open-jaws are permitted.
- 16. Airline Award - Priority Award**
- 16.1 Award zones are based on the one-way distance between the origin airport and destination airport. If connecting sectors are involved, the sector distances should be added together to determine the total one-way distance and the applicable award zone. Unless indicated otherwise, the awards in the table apply to round-trip flights.
- 16.2 Awards are not available on any codeshare flights.
- 16.3 Priority Awards have two miles requirement levels. Be sure to book your desired travel at the lowest available miles requirement level.
- 16.4 Priority Awards offer more availability than Standard Awards to give you a better chance of getting a seat on Cathay Pacific and Dragonair flights during peak-travel periods.
- 16.5 Priority Awards are available in Economy Class and Premium Economy Class on Cathay Pacific and Dragonair flights. Premium Economy Class is available on Cathay Pacific flights only.
- 16.6 Priority Awards allow mixed-carrier itineraries (Cathay Pacific and Dragonair).
- 16.7 Priority Awards are subject to capacity control.
- 16.8 Redeeming a one-way Priority Award with a separate one-way Standard Award may provide better flexibility. Different Awards cannot be redeemed in the same transaction.
- 16.9 Priority Awards will be available for redemption bookings made on or after 21 October 2014.
- 16.10 Fees and taxes imposed by government, other authority, or by the operator of an airport are HKD50 or more, and additional carrier-imposed charges, surcharges or fees of HKD129 or more will apply. The actual required miles and government and airport taxes/fees plus all carrier-imposed surcharges for all passengers will be advised at the time of booking.
- 16.11 Other airline award redemption terms and conditions apply.
- 17. Airline Award - Companion Tickets**
- 17.1 If members purchase a First or Business Class ticket for travel, they can also redeem mileage credits for a companion to accompany them. The companion must travel on the same flight, date and class of service. Companion Award Tickets are only applicable on round-trip flights.
- 17.2 Mixed class and mixed carrier awards are not applicable.
- 17.3 The companion passenger need not be a Nominee in the member's redemption group.
- 17.4 A member can redeem one Companion Award Ticket for every purchased ticket that is printed with the member's name.
- 17.5 When making a claim for a Companion Award Ticket, the member must provide all his/her travel details and ticket details of the fare paying ticket to AML.
- 17.6 Redemption, prize, group, industry/agency discount or other free tickets cannot be used to qualify for redemption of a Companion Award Ticket.
- 17.7 The rules governing purchased tickets also apply.
- 18. Airline Award - Upgrades**
- 18.1 Members can redeem mileage credits for an upgrade to the next higher class of travel from the original class of ticket purchased in eligible fare classes (refer to the Awards Charts page). Upgrade Awards are subject to availability at the time of Upgrade Award reservation.
- 18.2 Mixed class and mixed carrier awards are not applicable.
- 18.3 To confirm the Upgrade Award booking, members must have on hand a seat confirmed and ticket issued in an eligible fare class in the lower class of travel on the same flight.
- 18.4 Mileage credits for upgraded travel will be awarded based on the original class of service purchased and in accordance with these terms and conditions.
- 18.5 Redemption, prize, group, industry/agency discount or other free tickets cannot be used to obtain an Upgrade Award ticket.
- 18.6 Fares for infants below two years of age that do not occupy a seat are not eligible for an upgrade. Members must purchase a child fare for infants if they wish to request an Upgrade Award.
- 18.7 The rules governing purchased tickets also apply.
- 19. Airline Award - Extra Baggage Allowance**
- 19.1 Award zones are based on one-way distance and are per flight sector.
- 19.2 Members may redeem mileage credits for extra baggage allowance on a per flight sector basis on flights marketed and operated by CPA and Dragonair, subject to availability and loading.
- 19.3 Joint venture and code-share flights are excluded.
- 19.4 Each member can redeem a maximum of 100kg of baggage or 2 pieces per redemption per flight sector, for all destinations except between Auckland and Hong Kong and for journeys which include any flight sector to, from or via the Americas.
- 19.5 CPA's excess baggage allowance is not valid for use on Dragonair, or vice versa.
- 19.6 The same redemption rate applies for all classes of travel and for all members.
- 19.7 This award is only available on journeys where the first sector is a CPA or Dragonair flight.
- 19.8 Normal redemption rules apply unless otherwise stated.
- 19.9 Redemptions have no cash value and therefore cannot be refunded.
- 19.10 Extra baggage allowance vouchers are valid for one month from date of issue, but only for travel on the original itinerary.
- 20. Lifestyle Award Redemption - General Conditions**
- 20.1 Members may redeem mileage credits for certain lifestyle awards including, but not limited to, products, accessories, hotel stays and car rentals as offered at [redeem.asiamiles.com](http://redeem.asiamiles.com). All mileage credits required for lifestyle award redemption must be earned by the same member under the same account; the pooling of mileage credits from a number of different members' accounts is not permitted.
- 20.2 Redemption requests must be made by a member. Redemption requests from parties other than the member, including Nominees, will not be processed.
- 20.3 Lifestyle awards are subject to availability and the terms and conditions of the respective partners and AML.
- 20.4 Lifestyle awards may carry different validity periods, subject to individual partner offers. The validity periods are based on Hong Kong time.
- 20.5 Some partners may impose blackout periods for when lifestyle awards may be used.

- 20.6 The appropriate mileage credits will be deducted from a member's account on receipt of an award request form and thereafter will not be returned under any circumstances.
- 20.7 A Top-Up option is available for lifestyle award redemption and is subject to the terms and conditions set out below in the section titled "Asia Miles Top-Up."
- 20.8 The **A** + Cash option is available for lifestyle award redemptions and is subject to the terms and conditions set out below in the section titled "**A** + Cash".
- 20.9 If certain redemption details need to be confirmed with AML or respective partners this should be done by the specified deadline, otherwise the award will become invalid.
- 20.10 Where required, members must first contact respective partners to reserve lifestyle awards, prior to making the award request. "No-show" and cancellation policies may apply.
- 20.11 Lifestyle awards cannot be exchanged for other awards or cash.
- 20.12 Mileage credits cannot be earned with lifestyle awards.
- 20.13 Lifestyle awards become invalid if not used within the validity period.
- 20.14 All lifestyle awards are manufactured or provided on behalf of partners and other third parties. AML is neither the supplier nor manufacturer of any lifestyle award(s) and excludes all liability in respect of (i) the quality, merchantability or fitness for purpose of any product-related lifestyle award; (ii) the quality of any service-related lifestyle award. In particular, AML does not warrant that any service-related award will be provided with reasonable care and skill.
- 20.15 AML is not responsible or liable in any way for any warranty provided with a redeemed lifestyle award. Members are advised to contact partners or suppliers directly should there be any query or dispute concerning the product warranty and maintenance.
- 20.16 In the case of any dispute relating to lifestyle awards, without prejudice to clauses 13 and 14 above and those under the section titled "Exclusion and Limitation of Liability", the sole liability of AML and/or CPA in respect of any defect in or failure of any product- or service-related lifestyle award or for any loss, injury or damage attributable, directly or indirectly, is limited to 12 months from receipt of the award and to making good the defect or failure by (at AML's discretion) replacing the product, procuring the performance of the service or crediting the member with redeemed mileage credits.

## 21. Redeeming Lifestyle Awards

Once redemption of the lifestyle award has been processed, AML will email the member or appointed Nominee.

- 21.1 For redemptions that involve redemption letters:
- 21.1.1 Your redemption letter will be mailed out to your designated address within the next working day, after the Asia Miles are successfully deducted from your account. Normal mailing lead-time of redemption letters with mailing addresses in Hong Kong is around one week, and up to three weeks for mailing addresses outside of Hong Kong. Actual time taken will depend on the postal service and mailing location.
- 21.1.2 Members may request to receive redemption letters (NOT the redemption item) by express courier (rather than by normal mail) for a fee of USD50 or 5,000 mileage credits.
- 21.1.3 Members may request to reprint the redemption letter for a service fee of USD50 or 5,000 mileage credits.
- 21.1.4 The original copy of a redemption letter and Asia Miles membership card must be presented on the collection or use of a lifestyle award. For Nominees using a lifestyle award, the original redemption letter and a photocopy of the member's card must be provided at the time of redemption, unless otherwise specified in the redemption letter.
- 21.2 For redemptions where delivery services are involved, AML will issue an email confirmation to the member or appointed Nominee should the award be available, then the relevant partner will make delivery arrangements directly with the recipient (the member or appointed Nominee).
- 21.3 For electronic redemptions:
- 21.3.1 No redemption letter will be issued for most electronic products.
- 21.3.2 A confirmation email will be sent to the member's or Nominee's registered email address.
- 21.3.3 A SMS will be sent to the member's or Nominee's registered mobile phone number if previously requested.
- 21.3.4 Members or Nominees will receive an e-voucher containing a security code and an award claim number, which are required to redeem the award.
- 21.3.5 The award claim number should be shown to the partner(s) when collecting the award and the security code must be keyed in to verify the claim. Members are also required to present their membership card.
- 21.3.6 Nominees collecting the award will be required to show a photocopy of the member's membership card, together with the e-voucher.

## 22. Asia Miles Gift Miles

- 22.1 Asia Miles Gift Miles are available to Asia Miles members who have at least one partner activity (either airline or non-airline) recorded in their account for the last 12 months.
- 22.2 Gift Miles are sold in blocks of 500 mileage credits at USD16.25 per block, with a minimum purchase of 1,000 mileage credits and a service fee of USD20 per purchase.
- 22.3 In a calendar year, a member can purchase no more than 15,000 mileage credits for his/her own account, and receive no more than 30,000 mileage credits from a third party.
- 22.4 Gift Miles will appear in the recipient's Asia Miles account within 24 hours of the transaction.
- 22.5 All transactions are non-refundable, non-reversible and non-transferable.

## 23. Asia Miles for Charity and Environment

- 23.1 Members may donate mileage credits to certain charity organisations designated by AML from time to time, the minimum donation to each charity being 10,000 mileage credits with further increments of 5,000 mileage credits being allowed. For the FLY greener programme, the Asia Miles contribution is calculated based on the length of the journey and your cabin class or one-off with the redemption range from 100 to 999,999 miles.
- 23.2 The total mileage credits value of a donation cannot exceed the total mileage credits accrued and available in a member's account at time of a request.
- 23.3 Only members can donate mileage credits for charity, this facility not being available to Nominees.
- 23.4 A member may not donate mileage credits to other individual members.
- 23.5 Mileage credits have no cash value and are not tax-deductible.
- 23.6 AML will not levy any administration fees in respect of charity donations or contributions to the FLY greener programme, with mileage credits. Members should allow seven days for mileage credits to be deducted from their accounts. Thereafter, the donation or contribution will be reflected in the member's statement as a redemption activity.
- 23.7 All donations will be considered final and non-reversible once the mileage credits are deducted from an account.

## 24. Asia Miles Top-Up

- 24.1 Members who have 70% of the Asia Miles required for each flight award or iRedeem basket check-out can purchase the remaining amount in blocks of 2,000 mileage credits at USD60 per block.
- 24.2 Members can only purchase mileage credits when making an award request.
- 24.3 The purchased mileage credits must be used against the award being requested. Once the mileage credits have been issued, they must be redeemed immediately. No refunds are permitted.
- 24.4 Any mileage credits not used toward the award will remain in the member's account and the remaining balance cannot exceed 2,000 mileage credits.
- 24.5 The purchase of mileage credits will be confirmed on the member's statement as a merchandise sale in the mileage accrual section.
- 24.6 The foregoing of a Top-Up option is applicable to both flight awards and lifestyle awards, but not to charity donations.

## 25. Terms and Conditions for **A** + Cash

- 25.1 All clauses under the sections "Lifestyle Award Redemption - General Conditions" and "Redeeming Lifestyle Awards" shall apply to the **A** + Cash redemption option.
- 25.2 By taking the **A** + Cash redemption option, Members may redeem their mileage credits together with payment of money to redeem certain lifestyle awards.
- 25.3 The **A** + Cash redemption option is only applicable to certain lifestyle awards as designated by AML. AML will also designate the number of mileage credits and the amount of money required to redeem any particular lifestyle award at its sole discretion.
- 25.4 All money payable for redeeming any lifestyle awards using the **A** + Cash redemption option must be in United States dollars, unless otherwise indicated. All such payments must be made by credit cards acceptable to AML.
- 25.5 All money paid by Members for redeeming any lifestyle awards using the **A** + Cash redemption option will not be refunded under any circumstances.
- 25.6 The Member (or the consignee of the lifestyle award) will be responsible for all applicable taxes, duties, charges (including without limitation any customs charges, import duties, postal clearance fees and any delivery charges) that may be imposed or charged in relation to the redemption, delivery and receipt of the lifestyle award.

## 26. Asia Miles Mileage Transfer and Asia Miles Mileage Renewal

- 26.1 Mileage credits can be transferred to the account of any chosen Redemption Group Nominee. The initial minimum transfer amount is 10,000 mileage credits for a service fee (online: USD170; other channels: USD250); with further mileage credits transferable in blocks of 5,000 for a fee (online: USD140; other channels: USD200). Transferred mileage credits are valid for a further three years from the date of transfer.
- 26.2 Mileage credits which are about to expire can be renewed for a further three years in minimum blocks of 2,000 mileage credits for a service fee (online: USD40; other channels: USD100).
- 26.3 All transactions are non-refundable and non-reversible.

## 27. Service Fees

27.1 The following is a summary of service fees for your reference:

Type of Service	Online		Other channels*	
	USD	Mileage Credits (A)	USD	Mileage Credits (A)
<b>Asia Miles Membership Card Replacement</b>	20	2,000	50	5,000
<b>Statement Reprint</b>	N/A	N/A	50	5,000
<b>Change / Deletion of Existing Redemption Group Members</b> Applicable every time a change is made.	90	N/A	160	N/A
<b>Airline Award Ticket Re-booking</b> Applicable only to change of confirmed flight date or flight number for tickets issued on or after 8 October 2013, with the same itinerary, same airline, and same ticket expiry date. Charge per flight sector per passenger.	N/A	N/A	25	1,000
<b>Airline Award Ticket Re-issuance</b> Applicable only for change of routing, subject to change having the same expiry date as the original ticket and being on the same airline (not applicable to partially used tickets).	N/A	N/A	100	10,000
<b>Extend Airline Award Ticket Validity</b> Extension application must be made before ticket expiry date (Cathay Pacific and Dragonair flights only); maximum extension is 30 days from the original ticket expiry date (not applicable to partially used tickets).	N/A	N/A	50	5,000
<b>Airline Award Ticket Refund</b> Refund must be made before ticket expiry date (not applicable to partially used tickets).	N/A	N/A	120	12,000
<b>Express Lifestyle Award Redemption Letter Processing</b> Express courier service lead-time of redemption letters for mailing addresses in Hong Kong is around 4 working days, and around 10 working days for mailing addresses outside of Hong Kong depending on mailing location.	50	5,000	50	5,000
<b>Lifestyle Award Redemption Letter Replacement</b> Applicable if a lifestyle award redemption letter is lost.	N/A	N/A	50	5,000
<b>Asia Miles Mileage Renewal</b> In blocks of 2,000 mileage credits	40 (per block)	N/A	100 (per block)	N/A
<b>Asia Miles Mileage Transfer</b>				
Initial block transfer of 10,000 mileage credits.	170 (Initial block)	N/A	250 (Initial block)	N/A
Further transfers in blocks of 5,000 mileage credits.	140	N/A	200	N/A
<b>Asia Miles Gift Miles™</b>				
Minimum purchase of 1,000 mileage credits	32.5 (Initial block)	N/A	N/A	N/A
Further purchase in blocks of 500 mileage credits.	16.25 (per block)	N/A	N/A	N/A
Service fee per purchase	20 (per purchase)	N/A	N/A	N/A
<b>Asia Miles Top-Up®</b> In blocks of 2,000 mileage credits	N/A	N/A	60 (per block)	N/A

\*Other channels include Asia Miles service hotlines, Asia Miles service desks at Hong Kong International Airport and any non online channels.

## 28. Asia Miles iAuction

- 28.1 AML operates a facility for the auctioning of Asia Miles award products and services and the bidding for such products and services using mileage credits as the accepted currency on the Asia Miles website at [www.asiamiles.com](http://www.asiamiles.com). The Asia Miles auction of award products and services on the site is governed by the "Auction User Agreement," which is placed on the website. Specific terms and conditions apply to products and services auctioned through the site as set out in the "Auction User Agreement" or as otherwise placed on the website.
- 28.2 Members must be at least 18 years of age in order to participate in auctions on the Asia Miles website.
- 28.3 All bids will be checked prior to acceptance to ensure sufficient mileage credits. Once placed, all bids are non-retractable.

## 29. Asia Miles iShop

- 29.1 The allocation of Asia Miles in relation to the purchase of goods and services at Asia Miles iShop is made in accordance with these terms and conditions, and any additional conditions published by or on behalf of AML from time-to-time. These terms and conditions are subject to change and reference should be made to the applicable terms and conditions before purchasing.
- 29.2 Asia Miles iShop is operated in conjunction with Collinson Latitude. These terms and conditions are for the benefit of and are separately enforceable by AML and Collinson Latitude. Collinson Latitude may at any time, publish and enforce any additional terms and conditions they feel necessary in relation to the operation of Asia Miles iShop.
- 29.3 Collinson Latitude will source and manage "merchants" that will offer products and services which are for sale on Asia Miles iShop. AML is not responsible for the content of Asia Miles iShop, or the content or availability of any third party websites that link from the Asia Miles iShop website, including the websites of merchants.
- 29.4 Anyone can access and browse through Asia Miles iShop. In order to earn Asia Miles, you must be an Asia Miles member, and be logged on to the Asia Miles iShop website to access the merchants' websites via links from the Asia Miles iShop website. You cannot earn Asia Miles for purchases that you make prior to logging on to Asia Miles iShop.
- 29.5 You agree to the use of cookies to track and record purchases made by you at Asia Miles iShop. It is your responsibility to ensure that cookies are enabled in your Internet browser and that the security settings allow the use of cookies. All personal information will be dealt with in accordance with AML's Privacy Policy.

29.6 Asia Miles can only be earned by purchasing goods and services from merchants at Asia Miles iShop from the date that the merchant becomes available at Asia Miles iShop.

29.7 Asia Miles cannot be redeemed for the purchase of goods and services through Asia Miles iShop.

29.8 Asia Miles cannot be earned from purchases made directly with a merchant. You must log on to Asia Miles iShop through your Asia Miles account and visit a merchant's website from the Asia Miles iShop website prior to making a purchase.

29.9 Asia Miles earned from purchases through Asia Miles iShop will be credited to your account within 30 days after approval by the merchant. The lead-time for the approval of purchase transactions typically takes up to 120 days, but may take longer depending on the individual merchant. Pending and approved transactions are the sole responsibility of the merchant from whom a purchase is made. AML does not warrant any time frame for the approval of a purchase through Asia Miles iShop.

29.10 Following a purchase, Asia Miles earned will be posted as "Pending", "Approved" or "Cancelled" by the merchant in your Asia Miles iShop Transaction History.

29.11 Your purchases are tracked and reported back to AML and Collinson Latitude by the merchant. AML is not responsible for any errors or delays in reporting transactions; however AML and Collinson Latitude will endeavour to ensure the correct reporting of transactions by merchants.

29.12 AML may stipulate the calculation of Asia Miles per dollar spent or allocate fixed Asia Miles in relation to activity at the Asia Miles iShop.

29.13 AML may at any time, vary the method or procedure for the calculation of Asia Miles.

29.14 If a purchase is cancelled or goods are returned to a merchant, the pending Asia Miles allocated for the purchase will be cancelled. The pending Asia Miles will then be removed from your Asia Miles account. Once transactions have been approved, Asia Miles will be transferred to your Asia Miles account.

29.15 Asia Miles earned through Asia Miles iShop can be cancelled for a number of reasons. Merchants are unable to provide the exact reason for cancellation to AML and Collinson Latitude. This non-exhaustive list contains the most common reasons why an Asia Miles iShop transaction is cancelled.

29.15.1 Member returned the product to the merchant or cancelled their service.

29.15.2 Member's last click to the merchant's website didn't come from Asia Miles iShop.

29.15.3 Member used a promotional discount voucher to make their purchase and that voucher was not found on Asia Miles iShop.

29.15.4 Member used a 'refer a friend' or similar type incentive by the merchant.

29.15.5 Member already had items in the merchant's shopping basket and did not start a fresh session when making their purchase.

29.15.6 Member cleared their cookies/web history before making their purchase or has some kind of pop-up/ad blocking software that can affect tracking.

29.15.7 Member's new registration with the merchant was not deemed as genuine by the merchant.

29.15.8 Member's payment failed or didn't meet the requirements of the merchant's credit check.

29.15.9 Member completed or modified their purchase by telephoning the merchant.

29.15.10 Member's purchase did not meet the merchant's terms and conditions.

29.16 Should AML or Collinson Latitude suspect fraudulent or suspicious activity in relation to your Asia Miles account, AML may place your account on hold or suspend transactions.

29.17 Asia Miles members that choose to access the Asia Miles iShop do so at their own risk. AML is not responsible for any failure in communication between AML, Collinson Latitude, merchants or you, which is beyond our reasonable control.

29.18 Protect your private information in public areas by logging out and closing all browsers once you have finished browsing the Asia Miles iShop website.

29.19 Where permitted by law, AML excludes liability to you for any direct or indirect loss, damage or expense arising from your use of the Asia Miles iShop – regardless of whether the same arose from negligence, breach of contract or otherwise, and regardless of whether or not AML have any control over circumstances in relation to the claim.

29.20 All information and data displayed at Asia Miles iShop by AML, Collinson Latitude or merchants is offered for informational purposes only, and is binding only to the extent that the contents of any such information or data are expressly incorporated in writing in these terms and conditions.

29.21 All purchases of goods and services at the Asia Miles iShop will be subject to the terms and conditions of the merchant from which they are purchased, including, and not limited to delivery and return policies. If you have any questions or complaints regarding your purchase you must contact the merchant directly.

29.22 Warranties, if any, are provided by merchants and not AML. AML accepts no liability for defects in the quality or condition of goods and makes no claims or warranties as to the delivery of goods or services to the extent permitted by law.

## 30. [travel.asiamiles.com](http://travel.asiamiles.com) – General Conditions

- 30.1 This website is owned and operated by Asia Miles Travel Services Limited (Licence No.353953) ("Asia Miles Travel Services"). These Terms and Conditions should be read before using this website. You should review the entire Terms and Conditions on this website. Your use of this website indicates your agreement to be bound by these Terms and Conditions. If you do not agree to these Terms and Conditions or to any of the related documentation linked or other restrictions notified to you during the course of your use of this website, you are not permitted to, and agree not to, use or access this website. These Terms and Conditions apply to all aspects of the booking process with Asia Miles Travel Services and are subject to the laws of Hong Kong. If you redeem a product and/or services from this website, additional terms will apply. Each redemption will have its own Terms and Conditions of Sale and these will have some variations depending on the category of the redemption. The applicable specific terms (such as cancellation policy, etc.) will be specified separately under the Rate Conditions tab and shall be used in conjunction with these main Terms and Conditions.

- 30.2 Non-air travel award redemption
- 30.2.1 Asia Miles Travel Services has contracted with independent contractors ("Suppliers") to provide hotel accommodation, car rentals and other land services. Neither Asia Miles Travel Services, Asia Miles Limited nor any of its subsidiaries or affiliates, (together hereafter referred to as "Asia Miles") are responsible for any acts and/or omissions of these independent contractors, their employees, agents, servants or representatives, and Asia Miles will accept no responsibility or liability in respect of either person or property for any loss, damage, injury, accident, delay or irregularity however occasioned, sustained or suffered during or on any land services, or in the carrying out of any such arrangements booked by or through Asia Miles Travel Services. For the avoidance of doubt, this clause does not seek to exclude liability for death or injury to the extent caused or contributed to by the negligence of Asia Miles or its employees.
- 30.2.2 These terms and conditions apply equally to you and to all persons named in your booking for any non-air travel redemptions.
- 30.2.3 Asia Miles Travel Services reserves the right not to accept customers or bookings at its discretion. Asia Miles Travel Services may also cancel bookings but will in such circumstances provide a full refund of Asia Miles.
- 30.2.4 All mileage credits required for non-air travel awards must be earned by the same member under the same account; pooling of mileage credits is not permitted.
- 30.2.5 Redemption of mileage credits for non-air award travel is subject to a Supplier's inventory, which may limit availability. Asia Miles Travel Services and its partners reserve the right to limit such inventories at their discretion, including imposition of blackout travel award periods.
- 30.2.6 Non-air travel confirmation vouchers are subject to a member paying any additional applicable taxes, fees, surcharges and other fees as necessary, plus all other expenses, incidentals and charges, claims or liabilities arising in relation to the booking.
- 30.2.7 Subject to Clause 6, Asia Miles Travel Services provides the website to allow you to browse different types of non-air travel services and make reservations with the suppliers of such non-air travel. By making a booking through the website, you make an offer to redeem a reservation with the number of Asia Miles required for such reservation and such other terms and conditions stated on the website, which shall become a binding contract when accepted by Asia Miles Travel Services, which in turn means the reservation has been confirmed by the supplier. We will indicate the acceptance of your booking via an e-mail confirmation (with a relevant voucher for the non-air service).
- 30.2.8 Unless otherwise stated, changes to bookings are allowed for a service fee, subject to product availability, as outlined in the section "Service Fees".
- 30.2.9 Asia Miles credits cannot be earned with non-air travel awards.
- 30.2.10 The sale or barter of non-air travel awards benefits is prohibited. Violators will be liable for damages suffered or incurred by Asia Miles and/or its Suppliers.
- 30.2.11 Asia Miles Travel Services is not responsible for arranging or providing any insurance in relation to any non-air travel award services/products.
- 30.2.12 It is expressly declared that Asia Miles Travel Services act as agents for the owners or contractors providing the services acquired hereunder and all vouchers issued for any non-air travel services are subject to the terms and conditions under which such services are offered or provided. You shall be deemed to have consented to such terms and conditions upon acceptance of the tickets.
- 30.2.13 If you make a booking with Asia Miles Travel Services, Asia Miles Travel Services will record your personal details and this information will be used and processed in accordance with Asia Miles Travel Services' data privacy policy. Such policy may be revised by Asia Miles Travel Services from time to time and the updated version will be posted on the Asia Miles Travel Services website. Any revised version of the Asia Miles Travel Services Customer Privacy Policy shall be effective from the date of publication on the aforementioned website.
- 30.2.14 These Terms and Conditions set out the full extent of Asia Miles Travel Services' obligations and liabilities in respect of the supply and performance of services and there are no warranties, conditions or other terms that are binding on Asia Miles Travel Services except as expressly stated in these terms and conditions. Any warranty, condition or other terms concerning the services which might otherwise be implied into or incorporated in the contract between us by statute, common law or otherwise is hereby expressly excluded.
- 30.2.15 Nothing in these terms and conditions and in the contract between Asia Miles Travel Services and you shall limit or exclude Asia Miles Travel Services' liability for death or personal injury caused by its negligence. This clause is also subject to any mandatory provisions of local law in the country where services are delivered which do not permit the limitation of liability in cases of wilful misconduct or negligence.
- 30.2.16 Subject to the above and to such extent as permitted by applicable law, Asia Miles Travel Services will not be liable under the contract between us or otherwise for any loss of income, loss of profits, loss of contracts, loss of data or for any indirect or consequential loss or damage of any kind howsoever arising or for any damage caused by any product or failure of such product to perform and whether caused by tort (including negligence), breach of contract or otherwise.
- 30.2.17 To such extent as permissible by applicable law and subject to the above, Asia Miles Travel Services shall not be liable to you or any third party for any loss or damage however caused which may be directly or indirectly suffered in connection with use of the website, any purchase of services or the delivery of such items.
- 30.2.18 Asia Miles Travel Services shall have the right and sole discretion to amend these terms and conditions on notice. Any revised version of these terms and conditions shall be effective on this website and shall apply to all redemptions thereafter.
- 30.2.19 Asia Miles Travel Services shall be relieved of all liabilities and obligations resulting from any event of Act of God, war, riot, civil commotion, acts of terrorism, compliance with any law or government order, rule, regulation or direction, accident, flood or storm, strikes, hostilities, accident or other circumstances beyond the control of Asia Miles Travel Services and shall not be obliged to refund any amount paid by you or any unused portions of the service provided by the hotel you in such circumstances.
- 30.2.20 These terms and conditions shall constitute the entire agreement between Asia Miles Travel Services and you. Any variation to these terms and conditions (including any special terms and conditions agreed between the parties) shall be inapplicable unless agreed in writing by Asia Miles Travel Services.
- 30.2.21 Neither party's failure to enforce any term of the contract between us constitutes a waiver of such term. Such failure shall in no way affect the right later to enforce such term.
- 30.2.22 In the event of any inconsistency between this English version of the Terms and Conditions and any foreign language translation, the English version shall prevail.
- 30.2.23 These terms and conditions are governed by the laws of the Hong Kong Special Administrative Region and the parties hereby submit to the exclusive jurisdiction of the courts of the Hong Kong Special Administrative Region, subject always to any mandatory provisions of local law in the country where you are located that stipulate that the relevant local law should apply and/or that the local courts should have jurisdiction.
- 30.3 Hotel Award Terms and Conditions:
- 30.3.1 A hotel award covers the room package charges and room taxes. All additional taxes and incidental charges of a personal nature, such as room service, mini-bar and in-room movies, are the responsibility of the member and must be by the member directly to the hotel and in accordance with the payment terms and conditions of such hotel.
- 30.3.2 A valid passport or local ID and credit card are required for check-in at the hotel.
- 30.3.3 A hotel award is subject to availability; restrictions may apply.
- 30.3.4 Room availability is subject to limits set by Asia Miles Travel Services, hotel partners and related suppliers; blackout periods may apply.
- 30.3.5 Room bookings may be amended/modified, subject to Asia Miles Travel Services service fees, in addition to any fees levied by the hotel partner and related suppliers.
- 30.3.6 To amend/modify or cancel a reservation, members should contact the Asia Miles Travel Services service centre prior to the cancellation deadline of 48 hours prior to check-in in the country in which the hotel is located, after which any amendment/modification or cancellation is not permitted and non-refundable.
- 30.3.7 No-shows are non-refundable.
- 30.3.8 Hotel standards may vary in different destinations; hotels or resorts and standards in one city cannot be compared directly with those in another city. The star rating of a hotel is only indicative and a guide to the level of comfort at a hotel and Asia Miles Travel Services does not independently assess star ratings.
- 30.3.9 Room type stands for the type of room Asia Miles Travel Services has contracted with individual hotels. For example, "Run of House" means that room type will be assigned by the hotels, subject to availability at the time of check-in.
- 30.3.10 Information on hotel facilities is provided by the individual hotel. Asia Miles does not accept responsibility if any of the listed facilities is not available during your stay or is otherwise not as described in this website. Asia Miles cannot guarantee that all information is accurate, complete, correct or up to date, nor can Asia Miles be held responsible for any errors, interruptions (whether due to any (temporary and/or partial) breakdown, repair, upgrade or maintenance of the website or otherwise), inaccurate, misleading or untrue information or non-delivery of information. Each hotel remains responsible at all times for the accuracy, completeness and correctness of the hotel information displayed on this website. Changes in market conditions or circumstances may occur on short notice which may make information displayed on the website inaccurate or outdated. This website does not constitute and should not be regarded as a recommendation or endorsement of (the quality, service level or rating of) any hotel listed on the website. Asia Miles hereby expressly disclaim any representation, warranty or undertaking in relation to the quality, status or adequacy of any hotels listed on its website.
- 30.4 Car Rental Award Terms and Conditions:
- 30.4.1 Car rental award covers the basic cost of the rental (period rate, mileage allowance and mandatory taxes) subject to additional mileage charges, taxes and surcharges at the time of rental.
- 30.4.2 Asia Miles car rental rewards do NOT include optional products (such as loss damage waiver, one-way service fees, additional driver surcharge, etc.) or optional equipment (such as ski racks, child seats, etc.), and do NOT include charges for such optional products/equipment. If you require such optional services/products, requests should be made directly to the vehicle rental company before you collect the vehicle.
- 30.4.3 A valid passport or local ID, driving licence and credit card are required at time of rental pick-up.
- 30.4.4 Vehicle availability is subject to limits set by Asia Miles and vehicle rental partners; blackout periods may apply.
- 30.4.5 Car rental awards are subject to availability; restrictions may apply.
- 30.4.6 To amend/modify or cancel a vehicle booking, members should contact the Asia Miles Travel Services service centre prior to the cancellation deadline of 48 hours prior to pick-up in the country in which the vehicle rental company is located, after which any amendment, modification or cancellation is not permitted and non-refundable. Amendments/modifications are subject to Asia Miles service fees in addition to any fees levied by the vehicle rental partner.
- 30.4.7 No-shows are non-refundable.
- 30.4.8 No mileage refunds will be given for early rental return/drop-off.
- 30.4.9 Members must comply with the vehicle rental company's Terms and Conditions, including, without limitation, standard age, driver and credit card requirements of the rental company.



30.5 Service Fees

30.5.1 The following is a summary of service fees for your reference:

Type of Service	Cancellations and amendments made via Asia Miles Travel Services Service Hotlines, Asia Miles service desks at Hong Kong International Airport, and any non-online channels.
	Mileage Credits
<b>Cancellation of Asia Miles Travel Services Hotel or Car Rental Awards (Refundable Booking)</b> Applicable to partially and fully cancelled bookings.	10,000
<b>Asia Miles Travel Services Hotel Awards Changes</b> Check-in/check-out date, room type, hotel, number of hotel rooms, passenger details (Refundable Booking only) Applicable per each hotel award booking	1,000
<b>Asia Miles Travel Services Car Rental Awards Changes</b> Pick-up/drop-off date, time, location, car type, passenger details Applicable per each car rental award booking	1,000
Online cancellation and amendment is not available.	

30.6 Data protection and cookies

30.6.1 Any personal information you supply to us when you use this website will be used in accordance with our Data Privacy & Security Policy. Information about Cookies and the use of Cookies on this website is provided in our Data Privacy & Security Policy.

30.7 Intellectual Property Rights

30.7.1 The pages and contents displayed on this website are the copyright of Asia Miles Travel Services. No part of the site may be reproduced, transmitted or downloaded and saved, except that you may make a single copy of any part of such material once, subject to the following conditions:

30.7.1.1 The material may be used only for private use and for non-commercial purposes.

30.7.1.2 Asia Miles Travel Services retains the copyright and other intellectual property rights that apply to the original material.

30.7.1.3 You may not post any copy in whole or in part on any network computer.

30.7.1.4 The products, technology or processes described on this website may be subject to other intellectual property rights reserved by Asia Miles Travel Services or by other third parties. No licence is granted herein in respect of those rights.

30.7.2 By accessing, browsing and using the website and/or by making a booking through Asia Miles Travel Services you acknowledge and agree to these Terms and Conditions, having read and understood them.

30.7.3 The Terms and Conditions of Hotel booking, the Terms and Conditions of Car rental, and the Privacy Policy should be read in conjunction with these Terms and Conditions, of which they are an integral part and are hereby included by way of reference. If you do not agree to these Terms and Conditions and/or other terms, please cease use of the website. These Terms and Conditions and other terms included by way of reference – as may be amended from time to time – constitute the entire agreement, and supersede any other agreements or understandings (oral or written), between you and Asia Miles Travel Services with respect to their subject matters unless explicitly stated otherwise.

30.7.4 All marks which are identified with the symbol ® or TM are either registered trademarks or service marks that belong to or are used by Asia Miles Travel Services Limited. You are prohibited from using such marks without the written permission of Cathay Pacific Airways Limited, Asia Miles Travel Services Limited or Asia Miles Limited.

30.8 Age and Responsibility

30.8.1 You represent that you are of legal age to use the booking facility in accordance with these Terms and Conditions and to create binding legal obligations for any liability you may incur as a result of the use of the website. You are financially responsible for all uses of this website by yourself and those using your information. You will supervise all usage of the website under your name or account. You warrant that all information supplied by you and members of your household in using the website are true and accurate. If you are a minor or otherwise incapacitated please do not use the website.

30.9 Security

30.9.1 You must keep safe and not disclose any password that you use to access the site. If you have reason to believe that your access to the website is no longer secure (e.g. loss, theft or unauthorized disclosure or use of user names, passwords and personal identification numbers), you must promptly change the affected access information and notify us accordingly.

30.10 Appropriate Use

30.10.1 Your access to this website is on a permissive basis, and we reserve the right to withdraw, restrict or amend the services accessible to you on the website without notice at our absolute discretion.

30.10.2 You may only use this website in accordance with these Terms and Conditions and, in any event, for lawful and proper purposes which includes complying with all applicable laws, regulations and codes of practice within Hong Kong or other jurisdiction from which you are accessing this website. Except as expressly permitted by Asia Miles Travel Services, you shall not use this website for any other purpose.

31.11 Modification to Website

31.11.1 Asia Miles Travel Services may at any time modify any part of the website, including the products and services and the Terms and Conditions at its sole discretion without prior notice, and your continued use of this website will be subject to the Terms and Conditions posted at the time of your use, which will apply to any bookings. The amended content and Terms and Conditions shall automatically be effective once posted. It is your responsibility to check the Terms and Conditions and specified package remarks each time when you book with us. Asia Miles Travel Services reserves the right to deny any person access to and use of the website at any time. If you are dissatisfied with any portion of this website, or with any or all the terms of use, your sole and exclusive solution is to discontinue using it.

31.11.2 Asia Miles Travel Services is not under any obligation to update any content of this website. Although reasonable care has been taken in preparing the information displayed on this website, Asia Miles Travel Services cannot guarantee the accuracy of the information on the website. It is your sole responsibility to contact the relevant employee(s) of Asia Miles Travel Services to verify any information. As such, Asia Miles Travel Services cannot accept any liability or loss arising from any error, omission or inaccuracy found in this website.

30.12 Third-party Sites

30.12.1 The access of a third-party Internet site or resource through a hyperlink within this site is done so at your own risk. The contents, accuracy, opinions expressed and additional links listed on those sites are not investigated, verified, monitored or endorsed by Asia Miles Travel Services. Asia Miles Travel Services denies any responsibility for the accuracy, contents, availability or omission of information found on sites that link to or from this website. You should therefore make all enquiries and investigation before proceeding with any online or offline access or transaction with any of these third parties. We do not warrant the security of any information you may forward or be requested to provide to any third party. You irrevocably waive any claims against us for any loss or damage suffered as a result of any access to or interaction with any other websites via this website.

30.13 Travel Resources

30.13.1 Travel resources including, but not limited to, transportation advice, passport and visa requirements found in various parts of this website are based on various publicly available sources and should be used as guidelines only. This type of information is provided solely for your convenience and as a general reference and is not verified or guaranteed as accurate. Travel resources are not updated every day. Asia Miles Travel Services is not under any obligation to update the travel resources on this website. Although reasonable care has been taken in preparing the information displayed on this website, Asia Miles Travel Services cannot guarantee the accuracy of all this information. It is your sole responsibility to verify with the appropriate parties. As such, Asia Miles Travel Services cannot accept any liability or loss arising from any error, omission/or and inaccuracy resulting from the use of the travel resources found in this Website or third-party websites that have hypertext links in or pointed from this website.

30.13.2 We do not authorise the use of this information for any purpose other than your personal use and you are expressly prohibited from the resale, redistribution, and use of this information for commercial purposes.

30.14 Use of Website and Materials at Own Risk

30.14.1 You use the Website and Materials at your own risk. You must evaluate and bear all risks associated with the use of any Materials, including reliance on the accuracy, completeness or usefulness of any of the Materials.

30.14.2 We endeavour to provide a convenient and functional Website, but we do not guarantee that the Materials will be error-free or that the Website or the server that operates it is free of viruses or other harmful components.

30.14.3 If your use of the Website results in the need for servicing or replacing property, material, equipment or data, we will not be responsible for such costs.

30.14.4 Everything on the Website is provided to you "as is" and "as available" without warranty or condition of any kind, either expressed or implied, including but not limited to, any implied warranties of merchantability, fitness for a particular purpose, or non-infringement. We exclude all representations and warranties to the fullest extent permissible under the applicable law.

30.14.5 You acknowledge that use of the Website, the Materials and the Services are subject to the availability of third-party telecommunication systems and service providers over which we have no control. If such third-party systems and services are not available, then the Website, the Materials and the Services we provide may also be interrupted and we shall not be liable for this.

30.15 Warranties

30.15.1 A User hereby warrants as follows

30.15.1.1 that the User shall comply with all applicable laws, statutes, ordinances and regulations regarding use of the Website, Materials and Services.

30.15.1.2 that the User shall use the Website, Materials and Services solely for legal purposes and will not infringe the rights of any third party in using the Website, Materials and Services.

30.16 Limitation of Liability

30.16.1 In no event will Asia Miles Travel Services be liable for any direct, indirect, special, punitive, exemplary or consequential losses or damages of whatsoever kind arising out of access to, or the use of this website or any information contained in it, including loss of profit and the like, whether or not in the contemplation of the parties, whether based on breach of contract, tort (including negligence), product liability or otherwise, even if advised of the possibility of such damages.

30.16.2 Nothing in these Terms and Conditions shall exclude or limit our liability for death or personal injury caused by negligence or for fraud and fraudulent misrepresentation, or for any liability that cannot be excluded by law.

30.16.3 All software products downloaded from any section of this website or via a link pointed to by this website are downloaded, installed, and used totally and entirely at the user's own risk.

- 30.17 Indemnity
- 30.17.1 You agree to indemnify and hold harmless Asia Miles Travel Services against any and all loss, damage, liability, costs and expenses (including reasonable attorney's fees) that may be incurred or suffered by Asia Miles Travel Services in respect of any claim arising from
- 30.17.1.1 your breach of any of the terms and conditions of this Agreement.
- 30.17.1.2 any dispute arising between you and any other person relating to your use of the Website, Materials or Services.
- 30.18 Disclaimer
- 30.18.1 The information contained on this website has been prepared specifically for the purpose of providing information about Asia Miles Travel Services and the services that it offers.
- 30.18.2 This website has been compiled in good faith by Asia Miles Travel Services from internal and external sources. Whilst Asia Miles Travel Services endeavours to keep the information appearing on this website up-to-date, Asia Miles Travel Services Limited does not make any representation or give any warranty as to the completeness or accuracy of the information that this website contains.
- 30.18.3 The content is provided 'as is' without any warranty or representation of any kind, either expressed or implied, including, but not limited to any implied warranties or implied terms of merchantability, fitness for a particular purpose or non-infringement.
- 30.19 Governing Law
- 30.19.1 These terms and conditions shall be governed by and construed in accordance with the law of the Hong Kong Special Administrative Region.
- 31. Partner Promotions**
- 31.1 CPA and partners may run promotions from time to time offering bonus mileage credits. Qualification for these bonus mileage credits is subject to the terms and conditions of each individual promotion. Where a promotion requires pre-registration, bonus mileage credits will only be credited if members complete the registration process at the Asia Miles website prior to travel or consumption of a partner's products and services.
- 32. Data Privacy and Miscellaneous**
- 32.1 All personal data collected is managed and used in accordance with the Asia Miles Customer Privacy Policy as set out in the Appendix. The Policy may be revised by AML from time to time and the updated version will be posted on the Asia Miles website at [www.asiamiles.com](http://www.asiamiles.com). Any revised version of the Asia Miles Customer Privacy Policy shall be effective from the date of publication on the aforementioned website. Members are responsible for keeping AML up to date on their correct communication/postal address. AML is not responsible for any loss as a result of a member's failure to notify of a change in address. Failure by members to provide up-to-date information may result in AML being unable to offer Asia Miles membership and associated benefits. In such cases, membership may be terminated.
- 32.2 Members will be issued with a confidential Personal Identification Number (PIN). Members must ensure that this number is not disclosed to any unauthorised parties. AML cannot be held liable for the consequences of any unauthorised disclosure of the PIN by members or unauthorised use of the PIN, including unauthorised redemption of mileage credits.
- 32.3 Members may incur a tax liability or disclosure obligation through use of Asia Miles. AML reserves the right to provide any tax authorities with full details of any member's accrual and redemption of mileage credits, on request of a tax authority. AML excludes all liability for cooperating with tax authorities in this manner.
- 32.4 Mileage credits and all rights of title to and property in such mileage credits, remains with AML at all times and never passes to the member.
- 32.5 Risk in respect of theft, or unauthorised or fraudulent redemption associated with mileage credits passes to the member as soon as mileage credits are accrued in a member's account.
- 32.6 Except as provided in these terms and conditions, mileage credits are not transferable in any way, and cannot be bequeathed, devised or otherwise transferred by operation of law.
- 32.7 The failure by AML to exercise or enforce any right herein contained shall not be deemed to be a waiver thereof nor shall it affect AML's entitlement to take any subsequent action in respect of that right or of any other right.
- 32.8 Should any provision of these terms and conditions be found by any court or administrative body of competent jurisdiction to be invalid or unenforceable, the invalidity or unenforceability of such provision shall not affect the other provisions of these terms and conditions. All provisions not affected by such invalidity or unenforceability shall remain in full force and effect.
- 32.9 These terms and conditions constitute the entire agreement and understanding of AML and a Member in respect of Asia Miles and supersede all prior written or oral representations, agreements or understandings between them relating to the subject matter of these terms and conditions (including any misrepresentation made by AML), other than any fraudulent misrepresentation made by a party to induce the other party to enter into these terms and conditions.
- 33. Exclusion and Limitation of Liability**
- 33.1 AML, CPA and/or partners shall not be liable to any member or Nominee or companion for any indirect or consequential loss, damage or expense of any kind whatsoever arising out of or in connection with the Asia Miles programme the provision or the refusal to provide any benefits, and awards and the use of awards, whether such loss, damage or expense is caused by negligence or otherwise, and whether AML, CPA and/or partners have any control over the circumstances giving rise to the claim or not.
- 33.2 Subject to clause 1 of "Exclusion and Limitation of Liability" above and any applicable limitations under the Warsaw Convention or under the carrier conditions of travel, AML, CPA and/or partners liability in contract, tort or otherwise with respect to any claim arising in respect of acts or omissions under the Asia Miles programme including provision and use of awards, shall be limited to re-crediting the value of the mileage credits redeemed by the member in connection with which the matter arises.
- 33.3 AML will endeavour to ensure the availability of products and services provided by partners but will not be liable for any loss arising from the failure by partners to provide such products and services. Where a member uses the services provided by a partner, their terms and conditions will apply and AML will not be liable for any loss.
- 33.4 For the avoidance of any doubt, nothing in these conditions shall exclude liability for death or personal injury caused by negligence. All terms expressed or implied by statute or otherwise on the part of AML, CPA and/or partners are hereby excluded to the fullest extent permitted by law.
- 34. Law and Jurisdiction**
- 34.1 These terms and conditions and the relationship between AML and each member are governed by Hong Kong law. By using the programme each member submits to the non-exclusive jurisdiction of the Hong Kong courts.
- 34.2 If this English version of the terms and conditions does not conform to other language versions, the English version shall prevail. In case of dispute, AML reserves the right to final decision.

## Appendix - Asia Miles Customer Privacy Policy

Asia Miles is a travel and lifestyle awards programme that enables members to earn and redeem miles with travel and lifestyle awards. Asia Miles is owned by, and provided to members by Cathay Pacific Airways Ltd ("CPA"), and is managed and operated by Asia Miles Limited ("AML"), a wholly owned subsidiary of Cathay Pacific Airways Ltd. This Asia Miles Customer Privacy Policy ("Privacy Policy") discloses how CPA and AML (collectively, "we", "us", "Asia Miles", "our") collect, store and handle the Personal Data of Asia Miles members ("you", "your"). Please read the following Privacy Policy to understand how we use the Personal Data we may collect from you.

By providing your Personal Data to us, you are consenting to this Privacy Policy and to the collection, use, access, transfer, storage and processing of your personal information as described in this policy.

### 1. Our Commitment to Protect Your Privacy

1.1 At Asia Miles, we are committed to protecting your personal and data privacy. To ensure that you can make informed decisions and feel confident about supplying your Personal Data (as defined below) to us in connection with your Asia Miles membership, we provide this notice outlining our practices, and the choices you have, concerning how your Personal Data is being collected and used by us.

### 2. Personal Data We Collect

- 2.1 We may request you to provide information in several areas of our website, mobile services and other channels that may be used to verify your identification at a later time including but not limited to:
- 2.1.1 A user name or membership number and password that you will use to access our website and services;
  - 2.1.2 Your personal information such as your name, gender, date of birth, nationality, country of residence, passport or other personally identifiable numbers and information about your registered status with any of our subsidiaries, associated companies and/or business associates;
  - 2.1.3 Your contact information such as your telephone numbers, mailing addresses, email addresses, and fax numbers;
  - 2.1.4 Your frequent flyer programme number(s);
  - 2.1.5 Your credit or debit card information and billing information, including name of cardholder, card number, billing address and expiry date;
  - 2.1.6 Your business information such as company name, business title and associated contact information;
  - 2.1.7 Your travel details such as flight information, travel companions' personal information, languages spoken, destination contact information, seat and meal preferences, flight and hotel preferences, and other information related to traveler special needs;
  - 2.1.8 Your responses to market surveys and contests conducted by us or on our behalf;
  - 2.1.9 Transactional data which includes records on accrual and redemption activities you have with Asia Miles.
- 2.2 Certain Personal Data (particularly relating to your personal information and contact information) are required for specific services and if you fail to supply such Personal Data as requested from each specific service, we may be unable to provide the services in full.

### 3. Purposes for Collection and Use of Personal Data

- 3.1 We may use Personal Data for one or more of the following purposes:
- 3.1.1 To process and administer your application to join Asia Miles;
  - 3.1.2 To process your request for any products or services offered by us;
  - 3.1.3 To fulfill requests submitted by you, whether online, over the phone, through our mobile services, or through other methods;
  - 3.1.4 To process or confirm your travel arrangements;
  - 3.1.5 To provide flight disruption handling services;
  - 3.1.6 For the operation of Asia Miles including mileage tracking, delivery of associated benefits and services, ongoing research and programme development, as well as delivering news and information to Asia Miles members, and for other record-keeping purposes related to the Asia Miles programme;
  - 3.1.7 For marketing, promotional and customer relationship management purposes, such as conducting market research or sending you updates on the latest offers and promotions in connection with Asia Miles, CPA, or other Cathay Pacific Group companies and partners and for assessing eligibility for any marketing and/or promotional activities and/or offers from Asia Miles, CPA, or other Cathay Pacific Group companies and partners (please see Section 10 - "Notice on Direct Marketing" for details);
  - 3.1.8 For identification and verification purposes, in connection with any of the services or products that may be supplied to you;
  - 3.1.9 To respond to, handle and process any enquires submitted by you;
  - 3.1.10 To administer contests and sweepstakes conducted by us or on our behalf, including disclosing the winner of any such contest;
  - 3.1.11 To disclose to a third party to comply with any law, legal requirements, orders, directions or requests from any court, authority or government body of any jurisdiction, which may be within or outside of Hong Kong;
  - 3.1.12 To facilitate payment for products and services provided by us or our subsidiaries, associated companies and business associates, including verification of credit card details with third parties and to conduct matching procedures against databases of known fraudulent transactions (maintained by us or third parties);
  - 3.1.13 To improve our security, including in relation to the processing of payment by credit card to guard against the risk of fraud, including carrying out matching procedures against databases of known fraudulent transactions (maintained by us or third parties);
  - 3.1.14 To provide other Asia Miles, travel related and/or loyalty programme related services, such as online shopping at Asia Miles iShop, Asia Miles donations and Asia Miles purchases;
  - 3.1.15 To pass on to and for the use by any of our subsidiaries, associate companies and/or business associates in connection with any of the above purposes and/or any other travel related services and offers such companies and associates may offer from time to time.

- 3.1.16 To fulfill the above purposes, you may be contacted via email, direct mailing, telephone marketing, SMS or other means that are allowed by local authorities.
- 3.2 We may also from time to time use aggregate non-identifying information about our customers to better design our website and/or to improve our services and products. This means we may provide this information to third parties. However, this information will never identify any single member of the programme in particular.
- 3.3 Except as provided below, we will not knowingly or intentionally use or share the Personal Data you provide to us in ways unrelated to the aforementioned purposes without your prior consent.

### 4. How to Access or Correct Personal Data

- 4.1 You may request access to and correct your Personal Data held by us. If you wish to obtain a copy of any of your Personal Data; if you believe that the Personal Data relating to you which we collect and maintain is incorrect; or if you believe that the Personal Data held by us was used beyond the scope of the purposes of use disclosed above or was acquired by fraudulent or unlawful means or provided to a third party without your prior consent, please write to us at the addresses below.
- 4.2 A request for access or correction to, or deletion of Personal Data or for information regarding policies and practices and kinds of Personal Data held by us must be in writing and sent to us via feedback form at [www.asiamiles.com](http://www.asiamiles.com) or via postal mail to the following address:
- The Data Protection Officer  
6th Floor, North Tower,  
Cathay City, 8 Scenic Road,  
Hong Kong International Airport, Lantau, Hong Kong
- 4.3 We may charge a reasonable fee for the processing of any data access request(s).

### 5. Use of Cookies on Asia Miles Sites

- 5.1 A cookie is an alphanumeric string of identifier that websites of the Asia Miles Limited including [asiamiles.com](http://asiamiles.com) and [shop.asiamiles.com](http://shop.asiamiles.com) ("Asia Miles Sites") use to transfer to the cookie file of the browser on your computer's hard disk. With the use of cookies, we can better serve you and/or maintain your information across multiple pages within or across one or more sessions. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in future.
- 5.2 We use two types of cookies on this website:
- 5.2.1 Session Cookies, which are temporary cookies that remain in the cookie file of your browser until you leave the site.
  - 5.2.2 Persistent Cookies, which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).
- 5.3 Cookies cannot be used by themselves to identify you.
- Examples of how we use Cookies on site and what information we collect:
- Session Cookies
- To allow you to carry information across pages of our site and avoid having to re-enter information, such as logging in for every page.
  - Within registration to allow you to access stored information.
  - During the booking process so that we can remember your selections.
- Persistent Cookies
- To compile anonymous, aggregated statistics that allow us to understand how users use our site, and to help us improve the structure of our websites. We cannot identify you personally in this way.
  - To store your chosen Asia Miles membership number or username in the login box if you have selected the "Remember Me" option.
- Third Party Cookies
- To determine and track website traffic coming in from advertisement banners that have been placed on third parties' websites.

#### List of major Cookies that are essential for a desirable navigation experience on our sites

Cookie Name	Purpose
Asia Miles_userid_cookie	Cookies that will expire at the end of session or after idling for 30 minutes. Used to maintain the transaction with Asia Miles Site.
Remember Me	To store your chosen Asia Miles membership number or username in the login box if you have selected the "Remember Me" option.
TRACKER_AM	Used to recognise repeated visitors to the site and in conjunction with other information we hold to attempt to record specific browsing information (that is, about the way you arrive at the site, pages you view, options you select, information you enter and path you take through the site) against an individual customer profile.
CoreID6	Used to recognise repeated visitors to the site and in conjunction with other information we hold to attempt to record specific browsing information (that is, about the way you arrive at the site, pages you view, options you select, information you enter and path you take through the site) against an individual customer profile.

#### List of major Cookies that are set by third-parties on Asia Miles Sites

Cookie Name	Purpose
Coremetrics	Used for the purposes of understanding more about visitors on Asia Miles Sites then apply this understanding to provide web environments that save visitors time and make the sites easier to use. This data could include search engine referral, affiliate referrals, traffic driven by banner ads or other promotions, visitor navigation around the site, popular pages, processed or abandoned transactions and sales conversions. It also receives certain technical information, such as the visitor's browser version and operating system. Ticket booking information will be captured such as IP address, Asia Miles membership number, login name and email address. All information about individual visitors to a web site belongs to Asia Miles. IBM Coremetrics is not allowed to disclose individual information collected for Asia Miles to any other IBM Coremetrics client.  On Asia Miles Sites Coremetrics is used in conjunction with CoreID6 for online web analytics.

Cookie Name	Purpose
Coremetrics	<p>Below technologies are used by IBM Coremetrics on Asia Miles Sites:</p> <p><b>Session Cookie:</b> The 'Session' cookie exists only for the lifetime of the current browser session. The Session cookie will exist from the point at which the first tag is received from the website until 1) the visitor closes all browser windows for the browser in question or 2) more than 30 minutes pass without receiving a data collection tag from the browser session. One or more 'sessions' may be associated with a 'visitor'.</p> <p><b>Visitor Cookie:</b> The 'Visitor' cookie persists after the visitor closes all browser windows. The 'Visitor' cookie contains a cookie ID referenced by Coremetrics to identify a visitor returning to the site across multiple 'sessions'.</p> <p><b>Web Beacon:</b> Also known as a "clear GIF", "pixel tag", "data tag" or "image tag". It is a mechanism by which a small section of code that is placed on web site pages to execute an image request to IBM data collection servers. Web beacons facilitate the transfer of data by requesting and delivering the transparent graphic GIF image from IBM Coremetrics to relevant Asia Miles Site.</p> <p><b>Opt-Out Options</b> If you do not want IBM Coremetrics to deploy cookies in your browser, you can set your browser to reject cookies or to notify you when a web site tries to put a cookie in your browser software. Rejecting cookies may affect your ability to use of some of the products and/or services at our web site.</p> <p>Remarks: Rejecting cookies may affect your ability to use of some of the services on Asia Miles Sites.</p>

#### 5.4 Disabling / Enabling Cookies

All browser releases from 4.0 and beyond have a "cookie filter" imbedded in the Privacy settings.

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features on our site if cookies acceptance have been disabled completely.

Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in future.

You need to set each browser, on each device you use to surf the web. You should repeat this procedure with each one if you use multiple browsers (e.g., Safari, Internet Explorer, Firefox, Google Chrome, etc.). Similarly, if you connect to the web from multiple devices (e.g., work and home), you need to set each browser on each device. However, if you disable cookies or refuse to accept a request to place a cookie, it is possible that some parts of this website, and certain areas of the website for which you need to log in, will not function properly, and the advertising you receive when you visit this website may not be advertisements tailored to your interests.

Whilst currently we are only using cookie in the ways we have stated out, new cookies will be implemented as necessary in order to better serve you.

#### 5.5 Log Files

We may collect information regarding your IP address, browser type, domain name and access time. This information is used for our own research purposes and is separated from the Data. We do not link IP addresses to any personal information. In rare instances, IP addresses may be used to assist in deterring and/or preventing abusive or criminal activity on the website.

#### 6. Links to Other Sites

6.1 This website contains links to other sites that are operated by third party companies with different privacy practices. You should remain alert when you leave our site and read the privacy statements of other websites. We have no control over Personal Data that you submit to, or the information you receive from, these third parties.

#### 7. Our Commitment to Personal Data Security

7.1 To maintain the accuracy of the Personal Data, as well as to prevent unauthorised access to and ensure the correct use of, Personal Data, we have implemented appropriate physical, technical, and administrative measures to safeguard and secure Personal Data that we collect.

7.2 For example, we use Secure Socket Layer (SSL) protocol—an industry standard for encryption over the Internet—to protect in transmission the Personal Data we collect online. When you type in sensitive information such as credit card details, these will be automatically converted into codes before being securely dispatched over the Internet. All electronic Personal Data that we maintain is securely stored and further protected through our use of appropriate access controls. When disposing of Personal Data, paper documents containing Personal Data are securely destroyed, and electronic files storing Personal Data are permanently deleted.

7.3 In addition, to better protect certain Personal Data, you must enter your personal username and PIN to access your Asia Miles account on our websites.

7.4 As stated above, in some instances we may entrust Personal Data to third party service providers (including service providers outside of your jurisdiction), binding them to protect the security of Personal Data and only to use it for the purposes we specify.

#### 8. Disclosure and Transfer of Personal Data

8.1 The Asia Miles programme is offered to you by CPA, a global airline company with operations, offices, affiliates and business partners located worldwide. As such, the Personal Data you submit to us in one country may be transferred, used, processed, stored and accessed worldwide in one or more additional countries, as described in this Privacy Policy.

8.2 In addition, we may disclose and transfer Personal Data to, and jointly use Personal Data with, (whether within or outside of your jurisdiction) our subsidiaries, associated companies, business associates, service providers, and other persons whom we consider appropriate, in connection with the services and products provided to or requested by you. We may disclose this information to facilitate the communication of news and information about such services and products and otherwise for the purposes mentioned above, under Section 3, "Purposes for Collection and Use of Personal Data."

8.3 The entities with whom CPA or, as the case may be, AML may share your Personal Data include but are not limited to:

8.3.1 Any Cathay Pacific Group company, including but not limited to, Hong Kong Dragon Airlines, Asia Miles Limited, Cathay Holidays Limited, Cathay Pacific Catering Services (HK) Ltd and Hong Kong Airport Services Ltd;

8.3.2 Any agent, contractor or third party service provider who provides administrative, marketing and research, distribution, data processing, telemarketing, telecommunications, computer, payment or other services to Cathay Pacific and Asia Miles Limited in connection with the operation of their business and/or of the Asia Miles programme;

8.3.3 Other business associates such as Asia Miles partners, air carriers, land or sea transport operators, loyalty programme operators, hotel operators, credit card issuers, retailers, restaurants and other companies involved in qualifying, offering or providing customer service, or fulfilling customer requests in connection with the Asia Miles programme; and

8.3.4 Government or non-government authorities, agencies and/or regulators.

8.4 Where permitted by applicable local law, we may also disclose your Personal Data to third parties (i) when required by law, by court order, or in response to a search warrant or other legally valid inquiry; (ii) to an investigative body; (iii) to enforce our agreements with you; (iv) when requested by other government or law enforcement authorities (such as immigration and customs control and/or border control agencies); (v) with your express consent, or (vi) pursuant to our good faith belief that disclosure is required by law or otherwise necessary to the establishment of legal claims or defenses, to obtain legal advice, to exercise and defend our legal rights, to protect our rights or properties and those of our subsidiaries or associated companies, or to protect the life, body or property of any individual. This also applies when we have reason to believe that disclosing the Personal Data is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities.

8.5 We may also transfer any information we have about you that may be considered an asset in connection with a merger or sale (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of Cathay Pacific or Asia Miles or as part of a corporate reorganization or stock sale or other change in corporate control.

8.6 Please be advised that the Personal Data that Cathay Pacific or Asia Miles collects or obtains may be transferred to jurisdictions that offer lesser protection of Personal Data than that provided in your jurisdiction. By submitting personal information to Cathay Pacific or Asia Miles or using any Cathay Pacific website or Asia Miles website, you understand and consent to such transfer.

#### 9. Changes to Privacy Policy

9.1 We will post on our website, at [www.asiamiles.com](http://www.asiamiles.com), any changes to this policy with the effective date of the changed policy, so that you can be informed of the way we collect and use your Personal Data any time you so choose. If at any point we decide to use the Personal Data you submitted under this current policy in a way that differs materially from the privacy policy that applied at the time of that submission, you will be notified and given the opportunity via the website, email or in writing to opt out or otherwise prevent such usage.

#### 10. Notice on Direct Marketing

10.1 Occasionally, we may use your personal data (including your name, contact details and all other information collected during or subsequent to initial registration) to send you marketing communications such as direct-mail, emails, telephone and SMS containing news, offers, promotions and joint marketing offers on products and services (in respect of which Asia Miles may or may not be remunerated). The products and services include:

10.1.1 Products and services offered by co-branding partners of Asia Miles. For a full list of Asia Miles partners, please visit our website at [www.asiamiles.com/am/en/about/partners](http://www.asiamiles.com/am/en/about/partners);

10.1.2 Products and services offered by Cathay Pacific Group companies, including but not limited to Cathay Pacific Airways Limited, Hong Kong Dragon Airlines, Cathay Holidays Limited, Cathay Pacific Catering Services (HK) Ltd and Hong Kong Airport Services Limited including travel, food and beverage, catering and ground handling and airport services;

10.1.3 Air travel and accommodation services;

10.1.4 Financial, insurance, credit card, banking, foreign exchange, and other related services and products;

10.1.5 Reward, loyalty or privileges programme offered by Asia Miles partners;

10.1.6 Telecommunication, internet and mobile services;

10.1.7 Non-air transportation services such as hotel transfers, car rentals, limousine and taxi services, bus operators, train operators and cruise operators;

10.1.8 Food, wine and beverage services;

10.1.9 Travel and leisure services, including holiday package products and services offered by travel agents, tickets to theme parks and other attractions;

10.1.10 Other retail products and services, including but not limited to:

- consumer electronics;
- computers and peripherals;
- printed matter including books, newspapers subscriptions and magazine subscriptions;
- audio visual titles;
- computer software and games;
- mobile telephones and peripherals;
- toys;
- household goods;
- sporting equipment;
- fashion and apparel;
- watches and jewelry;
- suitcases and bags;
- food and consumables;
- beauty products and cosmetics;
- gift, flowers and hampers;
- health and beauty services, included but not limited to medical check-ups and spa packages; and
- vouchers, coupons and gift cards

- 10.1.11 Professional and consulting services;
- 10.1.12 Tickets for concerts, sporting and special events;
- 10.1.13 Real estate purchase or rental; and
- 10.1.14 All products and services offered in Asia Miles iShop, a list of which can be found at [shop.asiamiles.com/en/](http://shop.asiamiles.com/en/)

Information collected may be transferred to a place outside Hong Kong.

10.2 You may indicate your consent to the above by the following ways:

- 10.2.1 When providing us with your personal data through our website or a form, ticking the box(es) indicating your consent; or
- 10.2.1 When providing us with your personal data through the telephone, tell our customer representative that you consent.

10.3 You may opt-out from receiving marketing communications at any time, free of charge, by:

- 10.3.1 Following the "opt-out" instructions contained in our communications;
- 10.3.2 Writing to us at the address listed above, under Section 4 – "How to Access or Correct Personal Data"; or
- 10.3.3 Updating your email subscriptions at by logging on to your member account at [www.asiamiles.com](http://www.asiamiles.com).

## 11. Data Controller

11.1 Any Personal Data provided to or gathered by Cathay Pacific and Asia Miles are controlled primarily by Cathay Pacific.

## 12. Retention of Data

12.1 All Personal Data that has been collected from you will only be stored for the duration that is relevant to the purpose for which it was processed and for as long as required by applicable law.

**This notice is written in English and may be translated into other languages. In the event of any inconsistency between the English version and the translated version of this notice, the English version shall prevail.**

## Contact Information

### Asia Miles Service Hotline

Hong Kong +852 2747 3838 or +800 938038\* (Mandarin Service)

Available 24 hours a day, seven days a week, our self-service hotline facilities enable you to check your Asia Miles balance and your last three transactions.

### Asia Miles Service Fax

Hong Kong +852 2312 0883

### Asia Miles Service Email

memberservices@asiamiles.com

### Asia Miles Toll-free Numbers in other countries<sup>Ω</sup>

Australia	1800 129 264
Bahrain	800 00 524 (not accessible via non-local mobile phones)
Belgium	0800 7 8973
Canada	1 877 631 6283
China	4006 747 123** (Mandarin Service) 10800 852 2747** (China Unicom, accessible via local landlines only) 10800 152 2747** (China Telecom, accessible via local landlines only)
Denmark	80 25 1010
France	0800 909 119
Germany	0800 182 6880
India	000 800 852 1001
Indonesia	001 803 852 2765
Italy	800 781 921
Japan	00531 85 3747
Macau	0800 978
Malaysia	1 800 80 3747
New Zealand	0800 44 9044
Norway	800 17 683
Philippines	1800 1855 3838 (PLDT) 1800 765 2747 (ETPI)
Singapore	800 852 3747
South Africa	0800 99 0647
South Korea	00798 8521 2743
Sri Lanka	2 543 949 (within Colombo) 011 2 543 949 (outside Colombo)
Sweden	020 797 475
Switzerland	0800 56 3418
Taiwan	0080185 6628 <sup>θ</sup> (Mandarin Service) 00801 85 2747
Thailand	001 800 852 2755
The Netherlands	0800 022 5710
UAE	8000 852 03880
UK	0800 092 3595
USA	1 866 892 2598

Ω - Applicable to local landlines with IDD access

- Applicable to local mobile phones with IDD access, except in:

- China, India (BSNL - mobile, MTNL - Mobile, S-Tel Mobile, Videocon Mobile/ Datacom, HFCL Infotel/Ping Mobile, TTSL (Prepaid), Etisalat DB Telecom, Unino), Norway via Netcom, the Netherlands, the Philippines, and the UK via Mobile Orange
- Japan (Pre-register with IDC, NTT and KDDI)
- Singapore (Pre-register with Singtel)
- Indonesia (Only accessible via Mobile Indosat IM3)
- Malaysia (Only accessible via ATUR/Malaysia Telecom)

- Applicable to local payphones, except in:

- China, NTT in Japan, Thailand
- A Kroner access charge applies in Norway and Sweden.

# Applicable to local land-line phones, payphones and mobile phones, with IDD. Service hours are 8:00am to 11:00pm, Monday to Saturday, including public holidays.

θ Applicable to local land-line phones, payphones and mobile phones with IDD except mobile carrier KG Telecom mobile.

Service hours are 8:00am to 11:00pm, Monday to Saturday, including public holidays.

\* Applicable to local land-line phones only.

Notes:

- Some hotels may charge an operating fee even when calling toll-free numbers, so be sure to check first.
- For countries where a toll-free service is not available, please call the Hong Kong Service Hotline.
- A touch-dial phone should be used to access the service hotline in order to input the membership number and pin.
- Use your local International Access Prefix to call the hotline if you cannot get through on the numbers given above. Callers in Japan using Softback should input 0061 before the International Access Prefix, 001 if using KDD, and 0033 if using NTT.

## Asia Miles Postal Address

Asia Miles, PO Box 1024  
Tsuen Wan Post Office, Hong Kong

## Asia Miles Service Desk

We have two service desks in the Departures Hall at Terminal 1 of Hong Kong International Airport. One is located at Aisle B (open daily from 7:00am to 11:45pm) and the other at Aisle H (open daily from 6:00am to 9:30pm).

We can help you with a wide range of member services including:

- Programme information
- Mileage check
- Missing mileage credit – for Cathay Pacific and Dragonair flights
- Itinerary changes
- Administration (e.g. personal information changes)
- Redemption bookings
- Redemption ticket issuance and pick-up (Aisle B service desk only)
- Instant redemption (upgrades, extra baggage and Extra-legroom Seats) on Cathay Pacific and Dragonair flights
- Asia Miles application

## Asia Miles Website

Members can send their feedback or enquiries after they log on to **[www.asiamiles.com](http://www.asiamiles.com)**.