

Aug-Sep 2024 Points Conversion Campaign (JP/KR)

Terms and conditions

For The Promotion Offer

1. The Aug-Sep2024 Points Conversion Campaign (Japan and Korea) ("**Promotion Offer**") provided by Asia Miles Limited ("**AML**") is valid from 01 August 2024, 00:00 to 30 September 2024, 23:59 (GMT+9), both dates inclusive ("**Promotion Period**").
2. This Promotion Offer is only applicable to members holding Eligible Finance Partners credit cards from Japan or Korea ("**Selected Members**").
3. Under the Promotion Offer, Selected Members who have fulfilled the following requirements ("**Eligible Members**") can enjoy **an extra 10% Asia Miles ("Bonus Miles 1")** and the top 25 participants who make the highest total converted miles during the promotion period in each country (Japan and Korea) will receive **an additional 10,000 Asia Miles ("Bonus Miles 2")**: i. Register for the Promotion Offer via the designated link from Japan and Korea on or before 30 September 2024, 23:59 (GMT+9); AND ii. Convert credit card points ("**Points**") from Eligible Finance Partners (see definition in Clause 6 into Asia Miles based on the regular miles conversion rate ("**Eligible Miles Conversion**") within the Promotion Period from Japan and Korea.
4. AML will credit the Bonus Miles 1 & 2 earned under this Promotion Offer to Eligible Members' Cathay membership accounts within 8 to 10 weeks after 30 September 2024. We will notify the top 25 participants from Japan and Korea for the 10,000 Asia Miles ("**Bonus Miles 2**") individually via the contact email address registered with their Cathay membership no later than 9 December 2024. Customers must convert at least 25,000 miles to qualify for the top 25 from Japan and Korea. 10,000 bonus miles will be credited to the person who registers first if there are more than 25 customers from Japan and Korea who convert the most miles. And In cases where the information submitted by Eligible Members is incorrect or insufficient for the purpose of delivering the Promotion Offer, AML will not be liable for any compensation after 9 December 2024.
5. Eligible Miles Conversion does not include miles earned via the following conditions and thus they are not eligible for the Promotion Offer:
 - i. Miles directly earned from the transactions made with the following co-branded credit cards:
 - Cathay Pacific MUFG CARD Platinum American Express® Card (Japan)
 - Cathay Pacific MUFG CARD Gold Mastercard® (Japan)
 - ii. Miles earned from the welcome offer of designated credit cards
 - iii. Miles converted and bonus miles earned from other points conversion campaigns from Eligible Finance Partners during the Promotion Period
6. Finance partners in Japan and Korea ("**Eligible Finance Partners**") refer to partners featuring on the campaign page. Finance partners from countries other than Japan and Korea are excluded from this campaign.
7. Eligible Members can check with Eligible Finance Partners directly for the list of designated credit cards ("**Eligible Credit Cards**"). The Eligible Miles Conversion may vary among Eligible Credit Cards. There is no limit to the number of conversions and number of Points that can be converted within the Promotion Period.
8. This Promotional Offer cannot be used in conjunction with any other promotions, including but not limited to those points conversion offers from Cathay and other Eligible Finance Partners.

For Miles Conversion & Bonus Miles 1 & 2

9. The processing time of Eligible Miles Conversion might vary among Eligible Finance Partners. AML accepts no liability for failure or delays in the provision of the Promotion Offer to the Eligible Members for any reason beyond AML's control.

10. The Eligible Member's Cathay membership account must remain valid during the Promotion Period and fulfilment period, otherwise AML has the right to forfeit the Promotion Offer to the value of the Promotion Offer.

11. The Bonus Miles 1 & 2 earned under this Promotion Offer are non-transferrable, non-refundable and cannot be exchanged for cash or other services.

12. Eligible Members may enjoy the Points Conversion Offer once during the Promotion Period. If an Eligible member has submitted multiple registrations, only the first registration record made within the Promotion Period will be taken by AML for the purpose of rewarding the Points Conversion Offer.

General Terms and Conditions

13. AML and the Eligible Finance Partners reserve the right to vary, extend, terminate and/or cancel this Promotion Offer or amend these terms and conditions at any time without prior notice. Any benefit or promotional offer for Eligible Members is subject to availability and AML and Eligible Finance Partners may change such offer at their sole discretion from time to time without notice to Eligible Members. In case of any disputes, AML and the Eligible Finance Partners' decision shall be final and conclusive.

14. In case of discrepancy between the English version and Japanese, Korean translation of these terms and conditions, the English version shall prevail.

15. Other Cathay Membership terms and conditions apply.

Updated on 31 July 2024