

## **HMA PRIVILEGE ®Rewards**

Please read these terms of use for HMA PRIVILEGE ®Rewards PROGRAM (Thailand) carefully. By accessing or using this promotional program, you agree to be bound by the terms described herein and all terms incorporated by reference. If you do not agree to all these terms, we advise against participating in the program.

These Terms of Use apply to your access to, and participation in, HMA PRIVILEGE ®Rewards program which is operated by Hospitality Management Asia Co., Ltd (“HMA”). These Terms of Use do not alter in any way the terms or conditions of any other agreement you may have with HMA for products, services or otherwise. HMA reserves the right to change, modify and/or eliminate the HMA PRIVILEGE ®Rewards program and/or these Terms of Use or any policy, FAQ, or guideline pertaining to HMA PRIVILEGE ®Rewards at any time and its sole discretion. Any changes or modifications will be effective immediately upon posting the revisions to [www.hmgtasia.net](http://www.hmgtasia.net), and waive any right you may have to receive specific notice of such changes or modifications. Your participation in the HMA PRIVILEGE ®Rewards confirms your acceptance of these Terms of Use and any such changes or modifications; therefore, you should review these Terms of Use and applicable policies and FAQs frequently to understand the terms and conditions that apply to HMA PRIVILEGE ®Rewards. If you do not agree to the Terms of Use, you must stop participating in the HMA PRIVILEGE ®Rewards.

The program may only be used by individuals aged twenty (20) years or older. If the User is under the age of twenty (20) years, User should review these Terms with User’s parent or guardian to make sure the User and User’s parent or guardian understand them.

### **HMA PRIVILEGE ®Rewards Program Overview**

The HMA PRIVILEGE ®Rewards program is one way in which HMA endeavors to reward and thank loyal customers for patronizing HMA restaurants. To enroll in the HMA PRIVILEGE ®Rewards and receive program benefits, you will first need to create a “HMA PRIVILEGE Card” account on [www.hmgtasia.net](http://www.hmgtasia.net) or download the LINE APP and add @hmagroup to your mobile phone device (Android or IOS) and register a HMA PRIVILEGE Card.

In these Terms of Use, “Activation” means that you have registered with your mobile phone. The term “HMA PRIVILEGE Card” refers to a HMA PRIVILEGE Card that may be activated in Thailand only, and the term “registered HMA PRIVILEGE Card” refers to a HMA PRIVILEGE Card that has been activated in Thailand and registered to your HMA PRIVILEGE Card account at [www.hmgtasia.net](http://www.hmgtasia.net) or via LINE Application.

The registration process may require that you provide certain personal information using the online registration form, including username (email address), password, birthdate, first and last name, address, mobile number, and marketing preferences (optional).

HMA PRIVILEGE ®Rewards benefits are determined based on the amount of “spending” you make and the number of “Points” that you earn through your spending and any Bonus earned with your registered HMA PRIVILEGE Card in participating HMA PRIVILEGE store in Bangkok, you will receive one hundred (100) “Points” for each THB 100 spent with your

registered HMA PRIVILEGE Card, except during limited time promotions when HMA PRIVILEGE may offer a “Bonus” on featured products and/or services.

(Example: Your bill is THB 1,320; you will receive 1,300 points)

Points are for promotional purposes only and may in some cases be exchanged in dining credit or rewards. You can use any registered HMA PRIVILEGE Card registered at [www.hmgtasia.net](http://www.hmgtasia.net) or LINE Application to earn for your spending. Please note that spending will only be calculated, and points accumulated under the same HMA PRIVILEGE Card account. Points, qualified purchases, benefits, and rewards may not be shared with or transferred to another HMA PRIVILEGE Card account.

Currently, there are four (4) status tiers in the HMA PRIVILEGE ®Rewards program which are determined by the amount of Spendings that you accumulate in your account: *Ivory, Gold, Platinum, Black Elite*. By opening an account, and activating and registering a HMA PRIVILEGE Card, you will be automatically enrolled in HMA PRIVILEGE ®Rewards at the *Ivory* Status. To move up, earn a certain amount of Points each year:

Once you reach a specific Status within the HMA PRIVILEGE ®Rewards program, you will receive the benefits that are applicable to that status only. You must continue to accumulate points in order to maintain your status tier as follows:

**Ivory Status:** Spend at least THB 100 in a 12-month period.

**Gold Status:** Spend at least THB 30,000 in a 12-month period.

**Platinum Status:** Spend at least THB 50,000 in a 12-month period.

**Black Elite Status:** Spend at least THB 100,000 in a 12-month period.

## HMA PRIVILEGE ®Rewards

### Membership Overview

To obtain the Ivory Status, you only need to register your activated HMA PRIVILEGE Card at [www.hmgtasia.net](http://www.hmgtasia.net)

To maintain all benefits of the Ivory Status, you must spend at least one hundred (100) Baht per year.

Please note that “Points” accumulated for each Status will only be valid during twelve (12) months period from the date when you reach the particular Status.

For example: Activating your HMA PRIVILEGE Card at a participating HMA PRIVILEGE store (Bangkok only) on 16 August 2021 by creating the HMA PRIVILEGE Card on our LINE Application. Once registered with us on our LINE Application you will have the ability to start collecting points. If you spend thirty thousand (30,000) Baht on the 15<sup>th</sup> of October 2021,

you will advance to Gold Status entitling you to all the benefits under that tier. Your tier membership will be valid until the 14<sup>th</sup> of October 2022. After that, in order to maintain Gold Status, you will be required to spend thirty thousand (30,000) Baht before the 15<sup>th</sup> of October 2023. Otherwise, you will be demoted back to Ivory Status.

### **IVORY Status**

By opening an account, activating, and registering your HMA PRIVILEGE Card, you are automatically entered into the Ivory Status. Benefits include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to one week before/after your birth date). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**

After the 12-month period, if you have not been promoted you will remain at Ivory Status.

### **GOLD Status**

After spending thirty thousand baht (THB 30,000) in a 12-month period, you will be promoted to the Gold Status, and your point balance is maintained. Once you have reached Gold Status, you will be awarded all benefits of the tier for the 12 months on the day you are promoted. Benefits include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to one week before/after your birth date). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**
- THB 1,000 Dining Credit. **(Once per year)**
- Birthday Dessert Platter – 3 desserts of your choice. **(Once per year)**

After the 12-month period, if you have not been promoted again, you will have to spend at least thirty thousand baht (THB 30,000) to maintain Gold Status, or you will be demoted to Ivory Status.

### **PLATINUM Status**

After reaching Gold Status, you will need to spend an additional fifty thousand baht (THB 50,000) within a 12-month period to be upgraded to Platinum Status. Once you have reached Platinum Status, you will be awarded all benefits of the tier for 12 months on the day you are promoted. The benefits for Platinum Status include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to one week before/after your birth date). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**
- Birthday Dessert Platter – 3 desserts of your choice. **(Once per year)**
- THB 2,500 Dining Credit. **(Once per year)**
- Free dessert on every visit (THB 1,500 minimum spend) **(Unlimited)**
- Complimentary glass of sparkling wine (also for the guests) **(Unlimited)**

After the 12-month period, if you have not been promoted again you will have to spend at least fifty thousand baht (THB 50,000) to maintain Platinum Status, or you will be demoted to Gold Status. If you spend less than thirty thousand (THB 30,000), you will be demoted to Ivory Status.

### **BLACK ELITE Status**

After reaching the Platinum Status, you will need to spend an additional hundred thousand baht (THB 100,000) within a 12-month period to be upgraded to Black Elite Status. Once you have reached Black Elite Status, you will be awarded all benefits of the tier for 12 months on the day you are promoted. The benefits for Black Elite Status include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to one week before/after your birth date). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**
- Birthday Dessert Platter – 3 desserts of your choice. **(Once per year)**
- Free dessert on every visit (THB 1,500 minimum spend). **(Unlimited)**
- Complimentary glass of sparkling wine (also for guests). **(Unlimited)**
- Exclusive offering of 20,000 points. **(One time use)**
- Bottle of Champagne offered (Breton & Fils or equivalent). **(One time use)**
- THB 5,000 Dining Credit. **(Once per year)**

After the 12-month period, you will have to spend at least a hundred thousand baht (THB 100,000) to maintain Black Elite Status, or you will be demoted to Platinum Status. If you

spend less than fifty thousand baht (THB 50,000), you will be demoted to Gold Status, and if you spend less than thirty thousand baht (THB 30,000) you will be demoted to Ivory Status.

## **MISCELLANEOUS**

Only one (1) Reward can be redeemed per bill. However, Rewards may be combined with all Privileges to which the customer is entitled, including Dining Credit vouchers.

There are no membership fees associated with HMA PRIVILEGE® Rewards. Points accumulated under the program have no cash value but dining credit value.

HMA PRIVILEGE may introduce promotion programs relating to HMA PRIVILEGE® Rewards whereby these Terms of Use may be varied as applicable to such programs.

By utilizing the services, you hereby consent to receiving communications from Hospitality Management Asia for the purpose of offering and marketing our sites, products and services.

Your Points, benefits, registered HMA PRIVILEGE Card(s), and your account under the HMA PRIVILEGE® Rewards program are personal to you and may not be sold, transferred or assigned to, or shared with family, friends or others.

Points can only be accredited once per each individual bill and can not be split across the bill.

Points can not be earned with promotions, discounts, offers and/or vouchers that are not part of the HMA PRIVILEGE® Rewards such as Megatix and CitiBank offers.

HMA PRIVILEGE reserves the right to terminate your account and/or your participation in HMA PRIVILEGE® Rewards if HMA PRIVILEGE determines in its sole discretion that you have violated these Terms of Use, or that the use of your account is unauthorized, fraudulent or otherwise unlawful.

HMA PRIVILEGE also reserves the right to “unregister”, and make ineligible for the HMA PRIVILEGE® Rewards program, any HMA PRIVILEGE Card that has been inactive for two (2) consecutive years. Inactive is defined as no purchase activity.

In case of any conflict between the provisions of the English version of these Terms of Use and those of any other language version, the English version will prevail.

HMA PRIVILEGE reserves the right to terminate, discontinue, modify, or cancel the HMA PRIVILEGE® Rewards program at any time and in its sole discretion by posting the revisions to [www.hmgtasia.net](http://www.hmgtasia.net) without giving specific notice to you.

