

HMA PRIVILEGE

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 OF THESE TERMS, DO NOT PARTICIPATE IN THIS 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 in its sole discretion. Any changes or modifications will be effective immediately upon posting the revisions to www.hmgtasia.com, 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 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

Program Overview

The HMA PRIVILEGE® Rewards program is one way in which HMA endeavors to reward and thank loyal customers for patronizing at HMA restaurants. To enroll in HMA PRIVILEGE® Rewards and receive program benefits, you will first need to create a “HMA PRIVILEGE Card” account on www.hmgtasia.com or download the LINE APP and add @hmagroup to your mobile phone device (Android™ or IOS) and register a HMA PRIVILEGE Card, activate at least one (1) HMA PRIVILEGE Card in a participating HMA PRIVILEGE store in Thailand and register the same to your HMA PRIVILEGE Card account.

In these Terms of Use, “Activation” means that you have registered with your mobile phone. You can register any HMA PRIVILEGE Card activated in Thailand to your account at www.hmgtasia.com or via Line Application.

The term “HMA PRIVILEGE Card” refers to a HMA PRIVILEGE Card that may be activated in

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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.com 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, HMA PRIVILEGE Card number,, date and month birthday, name, address, mobile number, and marketing preferences (optional). All your HMA PRIVILEGE Cards activated in Thailand can be registered for use in the HMA PRIVILEGE® Rewards program provided that you may only have one (1) account that is personal to you and applicable under these Terms of Use

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 & Bonus with your registered HMA PRIVILEGE Card(s) in participating HMA PRIVILEGE stores in Thailand. For each qualified purchase in which you spend with any of your registered HMA PRIVILEGE Cards in a participating HMA PRIVILEGE store in Thailand, 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 “Bonus” on featured products and/or services.

(example : your Bill is 1,320 THB , you will receive 1,300 points)

Points are for promotional purposes only and and may in some cases can be exchanged in dining credit or rewards. You can use any registered HMA PRIVILEGE Card registered at hmgtasia.com or Line App to earn for your spending. Please note that spending will only be calculated and Points accumulated after the HMA PRIVILEGE Card is registered at www.hmgtasia.com Points and qualified purchases to earn benefits or rewards may only be 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 of benefits in the HMA PRIVILEGE® Rewards program which are determined by the number of Points that you accumulate in your account. 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. If you earn at least thirty thousands (30,000) Points within the twelve (12) month period following your enrollment date and you will qualify for the Gold Status. If you earn at least fifty thousand (50,000) Points within the twelve (12) month period you will qualify for the Platinum Status. Finally If you earn at least one hundred thousand (100,000) Points within the twelve (12) month period you will qualify for the Black Elite Status.

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 benefit Status

Membership Overview

To obtain the Ivory Status, you only need to register your activated HMA PRIVILEGE Card at www.hmgtasia.com.

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

To maintain the Gold Status, you must earn at least thirty thousand (30,000) additional points in the 12-month period after the initial 12-month period following the date you reached the Gold Status. If you do not earn thirty thousand (30,000) additional points in 12-months, you will be demoted to Ivory Status.

To maintain the Platinum Status, you must earn at least fifty thousand (50,000) additional points in the 12-month period after the initial 12-month period following the date you reached the Platinum Status. If you do not earn fifty thousand (50,000) additional points in 12-months, you will be demoted to Gold Status.

To maintain the Black Elite Status, you must earn at least one hundred thousand (100,000) additional points in the 12-month period after the initial 12-month period following the date you reached the Platinum Status. If you do not earn one hundred thousand (100,000) additional points in the 12-months, you will be demoted to Platinum Status.

Please note that “Points” accumulated for each Status will only be valid during the twelve (12) month period from the date when you reach the particular Status. For example: Activating your HMA PRIVILEGE Card at a participating HMA PRIVILEGE store 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 earn thirty thousand (30,000) Points on the 15th Oct 2021, you will advance to Gold Status entitling you to all the benefits under that tier. Your tier membership will be valid until the 14th Oct 2022. After that, in order to maintain Gold Status you will be required to earn thirty thousand (30,000) points before the 15th Oct 2023. Otherwise you will be demoted back down 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 may include:

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- **Double-Points on your birthday.** You will be eligible to receive double the amount of points earned within our restaurants within +/- 3 days of your birthday. You need to provide on that day the proof of your birth date (ID / Passport etc..)
- **Sign Up Bonus.** Upon registration choose between 1,000 points or a free dessert (any of the menu) .
- **At the Ivory Status,** you will need to accumulate thirty thousands (30,000) points in each subsequent 12 months from the date you open the account in order to achieve the Gold Status.

“GOLD” Status

Once accumulating thirty thousand (30,000) Points in a 12-month period, you will be promoted to the “Gold Status” and your point balance is maintained.

Once you reach Gold Tier Privilege, you will be granted all benefits of the tier for 12-Months on the day you are promoted. After the 12-Month interval, if you have not been promoted again you will be required to earn thirty thousand (30,000) Points once again within the 12-month period to keep the current Gold Status otherwise you will be demoted to Ivory Status. The benefits for Gold Status may include:

- **THB 1,000 Dining Credit (12-Month Validity)**

Once you reach Gold Status you will be automatically credited the privilege in the “Privilege” category of HMA PRIVILEGE card.

- **At Gold Status,** you need to accumulate an additional twenty thousands (20,000) Points within the 12 months from the date you reach Gold Status in order to achieve the Platinum Status.

“PLATINUM” Status

After having accumulated fifty thousand (50,000) Points in a 12-month period, you achieve the “Platinum Status” and your point balance is maintained. Once you reach Platinum Tier Privilege, you will be granted all benefits of the tier for 12-Months on the day you are promoted. After the 12-Month interval, if you have not been promoted again you will be required to earn fifty thousand (50,000) Points once again within the 12-month period to keep the current Platinum Status otherwise you will be demoted to Gold Status. The benefits for Platinum Status include:

- **All benefits from Ivory & Gold Status (except dining credit from Gold Status)**

More details on www.hmgtasia.com

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- Free dessert of your choice on every visit with a minimum spend of THB 1,500
- THB 2,500 Dining Credit (12 Month Validity)
- Exclusive birthday celebration dessert. Celebrate your special day in style with us and receive a platter with a selection of our signature desserts
- Complimentary sparkling wine for you and your guests on every visit
- At the Platinum Status, you need to accumulate an additional fifty thousand (50,000) points within the 12 months from the date you reach Platinum Status in order to achieve the Black Elite Status.

“BLACK ELITE” Status

After having accumulated one hundred thousand (100,000) Points in a 12-month period, you achieve the “Black Elite Status” and your point balance is maintained. Once you reach Black Elite Tier Privilege, you will be granted all benefits of the tier for 12-Months on the day you are promoted. After the 12-Month interval, you will be required to earn one hundred thousand (100,000) Points once again within the 12-month period to keep the current Black Elite Status otherwise you will be demoted to Platinum Status. The benefits for Black Elite Status include:

- All benefits from Ivory, Gold & Platinum Status (except dining credit from Gold & Platinum Status)
- Exclusive Launch Invite. Be invited for the launch of our new menu, and enjoy an array of new dishes. To do so you will be credited 20,000 points that you may exchange for dining credit in case there is no available Exclusive Menu Launches. You will be notified of our special events which you can redeem your points to claim
- 1 Bottle of Selected Champagne. This reward may be redeemed in any participating outlet (Champagne Breton & Fils or equivalent)
- THB 5,000 Dining Credit (12 Month Validity)

Miscellaneous

More details on www.hmgtasia.com

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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.x

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.com without giving specific notice to you.

