

Joy . Care . Fun . Rewards

10 Fun 賞 10 分 篮 Celebrate big-time with just 10 Clubpoints

2015.12.7 - 2016.1.3

12.12

THE CLUB invites all friends to enjoy a free ride on the wheel



About THE CLUB

The Unified Customer Reward Platform across HKT's different lines of business



CUSTOMER

Rewards for spends & activities at HKT & partner purchases Exclusive tier benefits for HKT customers

HKT

Increased customer engagement & brand affinity Cross sell & new acquisition Increased retention & churn save

PARTNER

Marketing channel & customer base Customer acquisition & foot falls Borrowed loyalty



THE CLUB













Four Major Tiers of Membership, offering members with different tiers of benefits





THE CONCIERGE









"The Concierge^{*} brings you the ultimate convenience of personalized services to enhance your lifestyle enjoyment and assist in your daily miscellaneous needs.

Simply call our hotline **183 3000** for assistance.







THE REWARDS





Start Your Exciting Journey

by converting Clubpoints to Asia Miles

1 Clubpoint = A 1



Moët & Chandon Grand Vintage 2006 Giftbox-75cl Delivery service /Donation Tax Receipt provided

Redemption period: June 1, 2015 - November 30, 2015

Award Delivery period: June 9, 2015 – December 31, 2015 For details and Terms & Conditions, please <u>Click here</u>,

4,000 Clubpoints

Quantity:



Sense of Touch - Elemis Skin Specifics Facial (60mins)

Redemption period: May 05, 2015 - September 30, 2015 Award collection period: May 05, 2015 - October 31, 2015 For details and Terms & Conditions, please <u>Click here</u>.

5,000 Clubpoints Quantity:

charitable choice choose the gift of charity

THECLUB

HKD 50

The Club e-Cash Voucher of HK\$50 Expiry Date: December 31, 2015

For details and Terms & Conditions, please <u>Click here.</u> "We will email you with The Club e-Cash Voucher to your registered email address"

330 Clubpoints

Quantity:

Charitable Choice HK\$500 charity donation

For details and Terms & Conditions, please Click here.

3,250 Clubpoints

Quantity:





THE APPLAUSE







THE APPLAUSE ART CENTRAL (14 – 16 Mar 2015)







THE APPLAUSE HK Sevens Official Fans Party (27 – 29 Mar 2015)



THE 🛄 CLUB



Special Privileges Cavalia and House of Dancing Water (April 2015)

Priority Booking for Cavalia Tickets



The House of Dancing Water Free Upgrades







THE APPLAUSE

Michelin Two-Star Shang Palace Tuen Ng Festival Cooking Class (May 2015)



Venue:	Shang Palace at Lower Level I, Kowloon Shangri-La, Hong Kong
Date:	30 May, 2015 (Saturday)





THE APPLAUSE Cruise Walk Fun Day (July 2015)



Venue: Kai Tak Cruise Terminal

25 July, 2015 (Saturday)

Special Offer :

Date:

Exclusive guided tour on the newly-revitalized 138,000-ton Voyager of the Seas





THE APPLAUSE 2015 Formula 1 Singapore Grand Prix Cocktail Party (July 2015)



Venue:	2/F, HKT Central Flagship Store	
Date:	14 July, 2015 (Tuesday)	
Special Offer for Club Members	SIA Holidays 4 Days 3 Nights package with exclusive discount	
Partners:	Singapore Grand Prix, Singapore Airlines, Singapore Tourism Board, SIA Holidays	
Guests:	Darryl O'Young, Scarlett Wong, Kiki Tam with Simulator Challenge	
THE 🛄 CLUE	B HKT Here To Serve	

THE APPLAUSE Miele Parent & Child Creative Chocolate Workshop (Aug 2015)



- Date: 6 August, 2015 (Thursday)
- Venue: Private Lounge by Miele

Highlights :

Club members are invited to make a chocolate tart and chocolate rose decoration with master chocolatier, star pastry chef and celebrity TV host Jeffery Koo.





THE APPLAUSE

Ferrari 488 GTB Exclusive Preview Event (Aug 2015)



Venue: Ferrari Showroom, Repulse Bay, HK

Highlights :

Unveiling of the new car 488 GTB., 7 historic Ferrari cars are displayed in the showroom to illustrate the evolution of the new V8 twin-turbo charged 488 GTB.





THE APPLAUSE Title Sponsorship of LIFE IS ART MOVIE FESTIVAL (Aug – Sept 2015)



Period: Aug to Sept 2015 Member Privilege:

- Private Movie Preview at AMC Pacific Place
- Special Invitation to the Festival Kickoff Party
- Special Festival VIP Pass for Full Festival Movies Access





THE APPLAUSE

The Cullinan Heritage of Chow Tai Fook Private Preview (Sept 2015)



Date:

4 September, 2015 (Friday)

Venue: Grand Hyatt Hotel Ballroom

Highlights :

The Club prestige platinum members are invited to appreciate the 3rd largest 104 carats diamond in the world together with 9 billion finest diamond.

THE 🛄 CLUB





THE APPLAUSE Hong Kong Darts Masters (Sept 2015)



Date:

Venue:

Highlights :

4 September, 2015 (Friday) & 5 September 2015 (Saturday)

The Hong Kong Observation Wheel

- A Private Meet & Greet Session with Royden Lam, the Hong Kong's best-known soft-tip darts player
- Exclusive ticket discount privileges











Date:

- 10 September 2015 (Thursday)
- Venue: The Hong Kong Observation Wheel
 - Exclusive ticket discount privileges (10% off)
 - A Ringside Table at the prime location near the stage has been exclusively reserved for The Club members

THE 🛄 CLUB

Highlights :



Special Privileges

Priority Booking for Hong Kong Airlines Discounted Tickets (Sept 2015)



Date:

8 September, 2015 (Tuesday) - 15 September 2015 (Tuesday)

Highlights :

Club members are entitled to priority booking for discounted Hong Kong Airlines round-trip economy tickets.







THE CLUB @ Hong Kong OPEN 2015 (21 – 25th Oct)

The Wheel Central | Chater Garden | Fanling Hong Kong Golf Club

9 days LED Promotion on THE WHEEL (17 – 25 Oct 2015)



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HONG KONG OPEN

THE CLUB @ Hong Kong OPEN 2015 (21 – 25th Oct)

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SRIXON

The Wheel Central | Chater Garden | Fanling Hong Kong Golf Club

*UBS

open

Sopla

City Golf Challenge cum VIP Cocktail at Chater Garden - 23rd Oct (THUR)

 PGA Top 6 Celebrity Golfers for a demonstration & short competition
30+ Media, 60 VVIP invited by UBS, European Tour, Representatives & Guests from Sponsors, selected Club Members who love golf

Teri Tik BUTAN SA



THE CLUB @ Hong Kong OPEN 2015 (21 – 25th Oct)

The Wheel Central | Chater Garden | Fanling Hong Kong Golf Club

Golf Clinic + VIP Accommodation + Booth at Golf village (21 – 25th Oct)



Collaboration with Mercedes Benz Special Privilege for Club Members

Photo Opportunity with F015 Future Car Under the wheel



Date: 16 Oct, 2015 (Friday) Venue: THE WHEEL Time: 10am – 11pm

Contra lettel the Top

Collaboration with Mercedes Benz Special Privilege for Club Members



Mercedes-Benz Driving Events

SPECIAL PRIVILEGE FOR THE CLUB MEMBERS

5th Nov (THUR) - 8th Nov (Sun)





S=MB 2727

CLUB MEMBER SPECIAL SESSIONS

	7 pax (morning session)
6 th Nov (Fri)	7 pax (Afternoon session)
8 th Nov	7 pax (morning session)
(Sun)	7 pax (Afternoon session)

Each driver can bring 1 companion to the event but cannot enter the driving area

- Special driving program for members to master advanced driving techniques over different road conditions
- Training to be delivered by Mercedes' Global Chief Driving Instructor & team
- Breakfast / Lunch Buffet will be served





THE APPLAUSE

Clockenflap - Exclusive Ticket Discount (Nov 2015)



Date: Venue: 27 - 29 November 2015

West Kowloon Cultural District

Offer :

• Extended early bird period for Club member

• Exclusive Ticket Discount with Bonus Clubpoints Reward





THE CLUB



... More Exclusive Services and Lifestyle Events to Come !





ANNIVERSARY

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