

SmarTone launches brand new loyalty program - SmarTone Plus Features exclusive privileges and instant rewards with no point accumulation required

(Hong Kong, 4 Sep 2017) – SmarTone announced a brand new loyalty program, SmarTone Plus, a premium membership class features exclusive privileges and rewards for selected customers without point accumulation requirement and point expiry hassles.

With immediate effect, SmarTone Plus automatically allows new and existing customers of its 6GB SuperCare plan to enjoy the new Plus (P) membership status and selected benefits for this tier. While existing PriorityPlus™ (PP) and PriorityPlus™ Premium (PPP) members will also enjoy new enhanced rewards and experiences in addition to selected benefits exclusive to these different membership tiers. All new and existing SmarTone Plus members can now enjoy the following membership benefits including:

- **Birthday celebrations:** hand-picked a selection of exquisite gifts, choosing from wine offers, birthday cakes or Asia Miles.
- **Selected offers:** a premium collection of privileges specially designed to offer an unparalleled experience. From memorable culinary presentations to lavish leisure, entertainment and other selected personalized offers.
- **Priority and privileges:** provide tailored services to match their privileged status.
 - SmarTone Plus 24-hour dedicated hotline 2281 8833
 - Dedicated express services at SmarTone stores
 - Priority smartphone allocation
 - Exclusive premieres of the hottest flagship smartphones
 - Personal expert consultations
- **Refined experiences:** a gateway to extraordinary experiences from exotic entertainment venues, luxurious getaways, to priority reservations at Michelin-starred restaurants.

- **Flash surprise:** members will be thrilled by exciting and spectacular surprises all year-round. The first kick-off surprise offers a total of 500,000 of Asia Miles to current and new SmarTone Plus members through lucky draw.

The recent partnership with Asia Miles allows SmarTone Plus members to earn miles which can be redeemed immediately for their travel needs. Under the new program, members can earn miles through subscription or renewal of selected mobile service plans and purchases of handset or accessories at SmarTone retail or online stores. For PP and PPP members or above, they have the option to choose Asia Miles as the birthday gift during the month of their birthday.

For more information on SmarTone Plus loyalty program, please visit www.smartone.com or call SmarTone Plus 24-hour dedicated hotline at 2281 8833.

Appendix: SmarTone Plus brochure

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Notes to the Editor:

Membership tiers	Requirement
PriorityPlus™ Premium	Subscribe to designated plans or accumulated spending \$9,000 in a 12-month period
PriorityPlus™	Subscribe to designated plans or accumulated spending \$5,000 in a 12-month period
Plus	Subscribe to SuperCare Plan

*Terms and conditions apply.