

# GoTone Privilege Club | Cathay

## [5.5G GoTone Privilege Service Plan – Sign Up to Earn Miles and Explore the World] Promotion Terms and Conditions ([Terms and Conditions])

1. The “5.5G GoTone Privilege Service Plan – Sign Up to Earn Miles and Explore the World” promotion ( “**Promotion**” ) is organized by China Mobile Hong Kong Company Limited ( “**CMHK**” ).
2. The Promotion runs from 00:00, 16 July 2026 to 23:59, 5 August 2026 (Hong Kong time) ( “**Promotion Period**” ). CMHK server time shall prevail.
3. Participation in the Promotion signifies that the participant has read, accepted, and agreed to comply with these Terms and Conditions.
4. No registration is required. Individuals whomeet the following criteria ( “**Eligible Participant**” ) are entitled to participate in the Promotion:
  - (a) Be aged 18 or above at the time of participation;
  - (b) Hold a valid Cathay membership account; and
  - (c) The primary card mobile phone number used by the Participant for participating in the Promotion must satisfy the Participation Criteria for any one of the following Groups (the “**Eligible Number**” ):

| Group | Participation Criteria |
|-------|------------------------|
|-------|------------------------|

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| Group i  | <p>(a) Apply during the Promotion Period for a 36-month GoTone Privilege Service Plan via CMHK shops / 12580 hotline / CMHK official website, with a new number or Mobile Number Port-in (MNP);</p> <p>(b) Service must be successfully activated during the Promotion Period;</p> <p>(c) The Eligible Number must be successfully registered with the MyLink App account during the Promotion Period;</p> <p>(d) Account status must remain in good standing and valid (free from arrears, suspension, disconnection, or service termination to the registered number or account holder) at the time of gift issuance.</p> |
| Group ii | <p>(a) Apply during the Promotion Period for a 36-month GoTone PrivilegePlus Service Plan via CMHK shops / 12580 hotline / CMHK official website, with a new number or MNP;</p> <p>(b) Service must be successfully activated during the Promotion Period;</p> <p>(c) The Eligible Number must be successfully registered with the MyLink App account during the Promotion Period;</p> <p>(d) Account status must remain in good standing and valid (free from arrears, suspension, disconnection, or service termination to the registered number or account holder) at</p>                                                |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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|           | the time of gift issuance.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Group iii | <p>(a) Apply during the Promotion Period for a 36-month GoTone PrivilegePremium Service Plan via CMHK shops / 12580 hotline / CMHK official website, with a new number or MNP;</p> <p>(b) Service must be successfully activated during the Promotion Period;</p> <p>(c) The Eligible Number must be successfully registered with the MyLink App account during the Promotion Period;</p> <p>(d) Account status must remain in good standing and valid (free from arrears, suspension, disconnection, or service termination to the registered number or account holder) at the time of gift issuance.</p> |
| Group iv  | <p>(a) Apply during the Promotion Period for a 36-month GoTone PrivilegePrivate Service Plan via CMHK shops / 12580 hotline / CMHK official website, with a new number or MNP;</p> <p>(b) Service must be successfully activated during the Promotion Period;</p>                                                                                                                                                                                                                                                                                                                                          |

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|  | <p>(c) The Eligible Number must be successfully registered with the MyLink App account during the Promotion Period;</p> <p>(d) Account status must remain in good standing and valid (free from arrears, suspension, disconnection, or service termination to the registered number or account holder) at the time of gift issuance.</p> |
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(d) The registered account holder of the Eligible Number must be the Eligible Participant. Otherwise, eligibility will be cancelled.

(e) If an Eligible Participant terminates, downgrades, or breaches the 36-month service contract after receiving the Reward, CMHK reserves the right to charge the participant an administrative fee equivalent to the full market value of the issued Asia Miles.

5. Each Eligible Number may only participate and win once. Use of automated programs / bots, including but not limited to fake accounts or unfair methods will result in disqualification without notice.

6. Reward details, distribution and redemption:

| Group     | Reward            | Issue Date  | Usage Deadline                        |
|-----------|-------------------|-------------|---------------------------------------|
| Group i   | 10,000 Asia Miles | 30 Nov 2026 | 11:59:59 p.m.<br>29 Dec 2026 (expiry) |
| Group ii  | 15,000 Asia Miles |             |                                       |
| Group iii | 20,000 Asia Miles |             |                                       |
| Group iv  | 25,000 Asia Miles |             |                                       |

7. Eligible Participant will be notified of their reward entitlement by SMS sent

by #CMHKNotice on 31 August 2026.

8. The Reward will be issued to the Eligible Participant's CMHK primary SIM mobile number via the "My e-Cash Coupon" section of the MyLink App on 30 November 2026. Each e-coupon is eligible for 5,000 Asia Miles; each e-coupon may only be used once. Eligible Participants must visit the designated Cathay webpage within the validity period stated on the e-coupon and enter the PIN code provided on the e-coupon to obtain respective Asia Miles (the relevant webpage address will be provided together with the SMS notification). Unused e-coupons will be automatically forfeited upon expiration. No reissue, compensation, indemnity or cash redemption is available under any circumstances..
9. If, due to any factor beyond CMHK' s control, the personal data submitted by a relevant Eligible Participant (including but not limited to name, mobile number and email address) is incorrect, incomplete, false or inaccurate, or if CMHK is unable to contact or verify the identity of the relevant eligible participant, the participant will be deemed to have waived the right to participate in the Promotion and receive the prize. Such participant shall not request any reissuance or compensation, and CMHK shall not be liable for any such matter.
10. Employees of CMHK (including full-time, part-time or contract staff) are not allowed to participate in this Promotion using company-dedicated employee mobile numbers in the interest of fairness.

11. If any participant commits any act or omission that violates any law, these Terms and Conditions, or may harm the rights of a third party, such participant agrees and covenants to fully indemnify CMHK against any disputes or claims arising from or in connection with such act or omission, and to hold CMHK harmless.
12. If SMS notifications or other prize redemption documents are lost or damaged after being issued to the winner, they will not be reissued.
13. CMHK reserves full discretion and decision-making power in handling the prizes of relevant Eligible Participant. CMHK may suspend the distribution of prizes or deduct prizes from the account of a relevant eligible participant at any time without prior notice under the following circumstances (including but not limited to): (a) in the case of fraud or suspected fraud by the relevant eligible participant; (b) the relevant eligible participant obtains the prize by unfair means (including but not limited to dishonest use, deception, misuse or abuse); (c) CMHK or any service provider miscalculates the prize amount that the relevant eligible participant should have received.

#### **Reward Details**

14. Rewards are non-exchangeable, non-transferable, non-refundable, and cannot be converted to cash or other products/services.
15. Use of rewards is subject to the supplier's terms and conditions.
16. Compensation or reissuance of rewards is subject to supplier arrangements.
17. Rewards are provided by Asia Miles Limited ( "**Supplier**" ). CMHK's

descriptions are for reference only.

18. CMHK accepts no liability for consequences, costs, or damages arising from use of rewards.
19. CMHK has no control over and gives no guarantee as to the quality, safety or legality of the prize provided by the Supplier, nor the goodwill or reliability of the Supplier. Any enquiries, claims or complaints regarding the quality or availability of the prize should be directed by the winner to the relevant Supplier. CMHK accepts no responsibility in this regard.
20. CMHK makes no representation, warranty or assumes any responsibility regarding any information, content or function of the prize, including but not limited to fitness for a particular purpose, availability, quality, nature, accuracy, suitability, or the legitimacy of any intellectual property rights that may be contained therein.
21. In case of any dispute, Asia Miles Limited, Cathay Pacific Airways Limited and China Mobile Hong Kong reserve the right of final decision.
22. Participation in this activity is subject to the Terms and Conditions of Cathay Membership Programme. For details, please refer to [https://www.cathaypacific.com/cx/en\\_HK/legal-and-privacy/cathay-membership-terms-and-conditions.html](https://www.cathaypacific.com/cx/en_HK/legal-and-privacy/cathay-membership-terms-and-conditions.html)

### **Disclaimer**

23. If CMHK suspects that any participant (a) is engaged in or connected with irregular/suspicious activity; or (b) uses improper methods or fraudulent conduct to disrupt or interfere with the operation of any part of the

Promotion, or to cause technical problems; or (c) engages in any dishonest conduct, provides false, incorrect or inaccurate information; or (d) violates these Terms and Conditions or any other applicable laws or legal provisions or regulatory requirements; or (e) uses any relevant services in bad faith or maliciously; then CMHK may, in its discretion and with final decision-making power, without prior notice and without assuming any liability to any person, suspend or cancel such person's eligibility to participate in the Promotion and/or receive the prize and/or participate in any future promotional activities, and reserves the right to take legal action against such person.

24. CMHK shall not be liable for, and will not provide any reissuance or compensation for, any loss or damage (whether direct or indirect) arising from any service failure, interruption, delay or temporary suspension due to power or network failure, or other causes beyond CMHK's control, such as any technical fault, difficulty or error, network failure, interruption or congestion, mobile application failure, third - party causes, software incompatibility, or any other reasons (including but not limited to any terminal device or internet network problems) that result in any delay, loss, error or unrecognisable response, or failure to participate in the Promotion and/or receive the prize.
25. Participation in the Promotion and/or acceptance of the prize is voluntary and at the Participant's own risk and full responsibility. CMHK shall not be

held legally liable or provide compensation for any loss, injury, cost, claim, litigation (including but not limited to direct, indirect or consequential losses) suffered by any winner arising from participation in the Promotion and/or acceptance of the prize.

26. CMHK shall not be liable for any loss or damage arising from any delay or failure to perform any or all of the provisions of these Terms and Conditions due to causes reasonably beyond CMHK' s control or not attributable to CMHK' s fault or negligence, including but not limited to power failure, war, threat of war, riot or other civil disobedience, civil commotion, natural disaster, restrictions imposed by the government or any other national legal authority, any other industrial or trade dispute, fire, explosion, windstorm, flood, lightning, earthquake, and other natural disasters.
27. CMHK reserves absolute interpretation and final decision rights.
28. Except for the relevant Eligible Participant and CMHK, no person shall have any right under the Hong Kong Ordinance (Cap. 623) Contracts (Rights of Third Parties) Ordinance to enforce or enjoy the benefit of any term of these Terms and Conditions.
29. CMHK has the sole and absolute discretion under the relevant provisions of these Terms and Conditions to determine whether a person is eligible to receive a prize. If CMHK finds at any time (whether after or during the Promotion Period) that any person fails to comply with these Terms and Conditions, CMHK has the right to cancel that person' s eligibility to

participate in the Promotion and receive the prize.

**Personal Information Collection Statement**

30. By participating in the Promotion, participants agree and consent to CMHK collecting, using and disclosing their personal data for the administration of the Promotion and all purposes related to the Promotion. Participants have read, understood and agreed to the contents of CMHK' s General Personal Information Collection Statement and Privacy Policy Statement, and agree to be bound by them. The above statements are available at <https://www.hk.chinamobile.com/tc/pics.html> and <https://www.hk.chinamobile.com/tc/privacy.html> respectively.
31. The above statements are issued in compliance with the Personal Data (Privacy) Ordinance (Cap. 486 of the Laws of Hong Kong) to inform participants of the purposes of data collection, and participants agree that CMHK may use such data and participants understand their rights. Participants have the right to request access to or correction of their personal data in accordance with the Personal Data (Privacy) Ordinance (Cap. 486 of the Laws of Hong Kong). For any request to access or correct data, please refer to the details in CMHK' s Privacy Policy Statement.
32. Participants may be requested to provide personal identification information to CMHK. Such information is necessary to enable participants to participate in the Promotion and receive the prize. If a participant fails to provide the required information, the participant will not be eligible to

participate in the Promotion or receive the prize.

33. Participants who wish to access or correct their personal data, or have enquiries about the personal data statement, should write to: China Mobile Hong Kong Company Limited, Data Protection Officer, 20/F, Tower 1, Kowloon Commerce Centre, 51 Kwai Cheong Road, Kwai Chung, New Territories, Hong Kong; or call CMHK' s Do-Not-Call Registration Hotline 6226 4926 or Customer Service Hotline 12580.
34. Each clause in these Terms and Conditions shall be independently enforceable, and the invalidity of any clause shall not affect the validity of the others.
35. If there is any discrepancy between the English and Chinese versions of these Terms and Conditions, the Chinese version shall prevail.
36. These Terms and Conditions are governed by the laws of Hong Kong. Any action or claim arising from these Terms and Conditions shall be subject to the exclusive jurisdiction of the courts of Hong Kong.
37. CMHK reserves the absolute right of interpretation of these Terms and Conditions. In case of any dispute, CMHK' s decision shall be final.