

General Terms and Conditions of the “World of Winners” Ticket Offers campaign

These Terms and Conditions (“**Terms and Conditions**”) apply to the “World of Winners” Ticket Offers campaign (“**Campaign**”), which is brought to you by Cathay Pacific Airways Limited (“**Cathay Pacific**”). Prize tickets are sponsored by Hong Kong International Airport’s “World of Winners” Ticket Offers campaign.

The Campaign commences on 16 March 2023 at 12.00pm Malaysia Time and ends on 22 March 2023 at 23.59pm Malaysia Time, or until all 7,000 tickets are awarded, whichever is earlier (“**Campaign Period**”).

By registering or taking part in this Campaign, each Entrant fully and unconditionally agrees to and accepts these Terms and Conditions. In the event of any dispute regarding these Terms and Conditions, conduct, results, prizes, and all other matters relating to the Campaign, the decision of Cathay Pacific shall be final.

Cathay Pacific reserves the right to amend or cancel the Terms and Conditions, prizes, definitions or other information at any point during the Campaign Period and to do so without any form of notice whatsoever.

1. Eligibility

- A. Eligible entrants (“**Entrants**”) must be aged 18 years old and above.
- B. Employees of Cathay Pacific, Airport Authority Hong Kong, and any advertising agency who are involved in the set-up and/or operation of the Campaign are not eligible to participate.
- C. No Eligible Entrant may win more than one (1) Prize in this Campaign.

2. Ticket Offer Mechanism

- A. The Campaign will start from 16 March 2023 at 12:00 (Malaysia Time) and end on 22 March 2023 at 23:59 (Malaysia Time), or until all 7,000 tickets are awarded, whichever is earlier. Entries received after the Campaign Period will not be accepted.
- B. To participate in the Campaign, Entrants are required to sign in with their Cathay membership details (Cathay membership number, verified mobile number, or verified email address), answer 3 questions correctly, and submit their entry on the campaign website: https://flights.cathaypacific.com/en_MY/offers/world-of-winners.html (“**Campaign website**”) during the Campaign Period.
- C. Each Entrant is eligible to submit ONE (1) entry only. Cathay Pacific reserves the right to remove any multiple entries that they believe, at their sole discretion, have been created by an individual trying to gain an unfair advantage in the Campaign.
- D. The Prize will be awarded to the first 7,000 entrants with correct answers.
- E. The Winners will be announced on 3 April 2023.

3. Procedure to Participate in the Campaign

In order to enter the Campaign, Entrants must complete the following steps:

- A. Visit the Campaign Website (https://flights.cathaypacific.com/en_MY/offers/world-of-winners.html) during the Campaign period.
 - a. Log in with a Cathay member account.
 - b. Non-members must sign up for a Cathay account before registering for the Campaign. The Entrants must provide ALL information required.
- B. Fill in the Registration Form by checking the boxes to agree to enter the Campaign and accept the Terms and Conditions.
 - a. Membership information (Passport name and email) will be pre-filled on the form. The pre-filled passport name will serve as the name used for redeeming the Prize if awarded. Name checking function applies. If the pre-filled name is not the Entrant's passport name, the Entrant is required to amend the name in the member's profile before registering for the Campaign.
 - b. In the Registration Form, Entrants are required to answer three (3) questions correctly.
 - c. The Entrant must provide ALL information required.
 - d. The Entrant must select ONE (1) preferred departing origin from the drop-down list – From Kuala Lumpur or Penang. The Entrant's selection will determine the departing city of the Prize ticket.
 - e. The Winner announcement will display the Entrant's family name and the first characters of their given name, the first two characters and last character of the local-part of their email address and the last 4 digits of their Cathay membership number (i.e. T** M** Chan, ch****n@domain.com, 1111).
 - f. Entrants shall enter their personal particulars accurately and clearly. By entering the Campaign, the Entrant hereby warrants that all information submitted is true, current, and complete. Cathay Pacific reserves the right to revoke a prize awarded to an Entrant if any submitted information is not true, current, and complete.
 - g. Once the Campaign registration form is submitted, the Entrant will not be able to change any registration information including the name and email address. Any incorrect or incomplete information may result in disqualification.
 - h. Entrants shall receive a confirmation email upon successful registration.
 - i. For the purpose of determining an Entrant's eligibility for the Campaign, the date and time of his/her Registration Form submission shall be determined based on Cathay Pacific's system records. Proof of dispatch cannot be accepted as proof of delivery. Cathay Pacific will not accept responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of or unauthorised access to entries, or entries lost or delayed, whether or not arising during operation or transmission, as a result of any error or any factor beyond its reasonable control.

4. Prize

- A. Each winner will receive ONE (1) Cathay Pacific Economy Class round-trip ticket from Malaysia to Hong Kong ("**Prize**"). All taxes and surcharges are excluded. All tickets are sponsored by Hong Kong International Airport's "World of Winners" Ticket Offers campaign.

- B. The Winner will be responsible for any taxes applicable to the ticket, and any applicable surcharges, fees, rebooking fees, or no-show fees.

5. Announcement

The winners (“**Winners**”) will be announced on the Campaign Website on 3 April 2023. Notification will also be given to the individual Winners on 3 April 2023 via the email given at registration. If, for any reason, the email to a Winner bounces back or is otherwise undeliverable, or is not replied to within the period of time stated in the email, eligibility to receive a prize may be forfeited. Cathay Pacific will not be liable or responsible if a Winner is unable to receive their winning notifications or redemption details, or fails to redeem their prize for any reason, including (without limitation) as a result of any incomplete or incorrect information provided during registration.

6. Prize redemption

A. **ONE (1) Cathay Pacific Economy Class round-trip ticket from Malaysia to Hong Kong (Total quota: 7,000)**

- a. Once the redemption period begins, Winners will receive a unique ticket redemption code via email (“**Redemption Code Email**”), along with applicable terms and conditions.
- b. Each Winner is required to redeem the prize in accordance with processes stated in the Redemption Code Email and according to the instructions provided by Cathay Pacific.
- c. Each ticket redemption code is not refundable or redeemable for cash or any other item.
- d. Each ticket redemption code is only valid for the Winner to whom it is intended to be sent, and for a one-time usage.
- e. Each ticket redemption code is non-transferable, non-reroutable and non-exchangeable.
- f. Each ticket redemption code is only available to book ONE (1) round-trip ticket from Malaysia to Hong Kong, and is only applicable to flights operated by Cathay Pacific. Each itinerary will originate and end in Malaysia.
- g. The ticket redemption code only applies to tickets booked online through the Campaign ticket redemption page shared in the Redemption Code Email and is not compatible with bookings made through agents or the Global Customer Centre.
- h. Passport name is required during ticket booking and must match the submitted name on the Campaign registration form.
- i. Each Winner must decide all flights and dates of their tickets at the time of booking.
- j. Tickets once booked are non-refundable, non-reroutable, and non-transferable.
- k. Rebooking of the travel date is subject to a rebooking fee of HKD1,200 per transaction.
- l. The Winner is responsible for all taxes and surcharges applicable to the tickets.
- m. Winners who fail to show up for their flight will be treated as forfeiting the Prize, thus further rebooking is not allowed.
- n. The ticket redemption code must be used within 1 month of the date of the Redemption Code Email. Tickets are valid for 9 months from the issue date of the Redemption Code Email. Blackout period applies.
- o. Tickets are on a bookable basis under this designated fare subclass: O Class Essential Brand, and are subject to embargo periods and seat availability. There are variations to the number of seats for the designated fare subclass that are allocated to a particular flight, and it could be fully booked although seats may still be available in other fare subclasses in the same cabin class of travel.
- p. The minimum stay period for the ticket is 2 days, and the maximum stay period for the ticket is 7 days.
- q. Tickets are eligible to earn Asia Miles and Status Points. For details regarding mileage accrual, please refer to:

https://www.cathaypacific.com/cx/en_MY/membership/asia-miles.html

- r. The Winner must be 18 years of age or above.
- s. Upgrade of travel class is only available using Asia Miles, and is subject to seat availability.
- t. Cathay Pacific reserves the right of final decision should a dispute arise in relation to the redemption of a prize.
- u. All tickets are sponsored by Airport Authority Hong Kong.

7. Liability

- B. During or in connection with this Campaign, if any entry data or winning notifications are lost, inaccurate, corrupted, unidentifiable or damaged, Cathay Pacific shall not have any liability in respect of any participant's disqualification or failure to win or redeem a prize.
- C. Neither Cathay Pacific nor its directors, employees, agents, or suppliers will have any responsibility for any damage, loss, injury, or disappointment suffered by any Entrant or any other persons entering the Campaign or as a result of accepting any prize. Cathay Pacific is not responsible for any medical conditions, costs, or expenses incurred or suffered by any Entrant or any other persons as a result of any event of force majeure; any problems or technical malfunctions; any software or email failure; or any combination thereof.
- D. By entering the Campaign, Entrants agree that no claim shall be asserted against Cathay Pacific, its directors, officers, employees, or agents relating to any and all losses or injuries (including special, indirect, and consequential losses), damages, rights, claims, and actions of any kind resulting from acceptance or use of any prize, including, without limitation, personal injuries, death, and property damage.

8. Ownership of content related to Prize Winners

- A. All media content created in relation to the Winners will be the property of Cathay Pacific. Content created related to the Winners will be used by Cathay Pacific on social media or otherwise at the discretion of Cathay Pacific for the purposes of promoting Cathay Pacific.
- B. The Entrant hereby agrees to allow Cathay Pacific to use their photo and relevant footage for printed collateral, online, and across other marketing and communications, at Cathay Pacific's sole discretion and at no cost, for the benefit of Cathay Pacific. By participating in the Campaign, and upon any submission of any information or materials including (but not limited to) data, text, photographs, likeness, messages, or user details, or any other material, the Entrant grants to Cathay a non-exclusive, free of charge, perpetual, worldwide, irrevocable, and fully sub-licensable right to use, reproduce, copy, modify, adapt, communicate to the public, make available, publish, translate, create derivative works of, distribute, and display the same, and with waiver of all moral rights to the extent permitted by applicable laws.
- C. Cathay Pacific may require the Winners to take part in reasonable public relations activities and promotional events promoting Cathay Pacific products.

9. Use of Personal Data

For the purposes of this Campaign, Cathay Pacific will collect various personal data from the Entrants. Cathay Pacific will use this information for the purpose of identifying each Entrant and for managing the logistics of the Campaign. Failure to provide personal data as requested will result in Cathay Pacific being unable to process or accept an entry or award the relevant prize. We may also use personal data to analyse the Entrants' preferences and market trends and derive insights, which we may use to tailor the types of products and offers that we present, in accordance with the Personal Data (Privacy) Ordinance of Hong Kong. Entrants' personal information will only be used for promotional purposes with their consent, subject to Cathay Pacific's Privacy Policy and Terms and Conditions. Certain personal data

collected during the Campaign registration will be shared with the Airport Authority Hong Kong for administrative purposes such as accounting and audit purposes. Personal data will be kept for no longer than is necessary for the purposes for which it is being processed. Each Entrant confirms that the Entrant has read and fully understands the Data Privacy and Security Policy of Cathay Pacific Airways Limited and consents to Cathay Pacific's use (including any transfer) of their personal data for the purposes of the Campaign. For company privacy policy, please refer to: https://www.cathaypacific.com/cx/en_MY/legal-and-privacy/customer-privacy-policy.html

10. Governing Law

This Campaign and the Terms and Conditions shall be governed by the laws of Malaysia, and the Malaysia courts shall have exclusive jurisdiction to deal with all matters relating to the Campaign and its Terms and Conditions. The invalidity, illegality or unenforceability of any sole provision in these Terms and Conditions shall not affect the remaining provisions of these Terms and Conditions, which shall persist in full effect. These terms and conditions are written in English and may be translated into other languages. In the event of any inconsistency between the English version and a translated version of this notice, the English version shall prevail.

NOTE 1 Cathay, Cathay Pacific means Cathay Pacific Airways Limited, Cathay Holidays Limited (and its subsidiaries)

Last updated on May 9, 2023