

MyLink "Million Miles Giveaway" Terms and Conditions ("Terms and Conditions ")

1. MyLink's **"Million Miles Giveaway"** ("Campaign") is organized by China Mobile Hong Kong Company Limited ("CMHK").
2. The Activity 1 and 2 run from 20 June 2026, 00:00:00 to 31 October 31 2026, 23:59:59 (GMT+8)("Promotion Period 1"), Activity 3 runs during two separate promotion periods: 20 June 2026, 00:00:00 to 31 July 2026, 23:59:59 (GMT+8) ("Promotion Period 2"), and 10 August 2026, 00:00:00 to 31 December 2026, 23:59:59 (GMT+8) ("Promotion Period 3"). All times are based on the server time of the MyLink mobile application ("MyLink").

Participant Eligibility

3. To participate in any of the activities of the **"Million Miles Giveaway"**, participants must meet all the following requirements ("**Eligible Participants**"):
 - (i) Be aged 18 or above on the day of participation of the Campaign;
 - (ii) Hold a valid Hong Kong Identity Card;
 - (iii) Hold a valid Cathay membership account;
 - (iv) Have successfully registered and logged in to MyLink using a Hong Kong phone number include CMHK's existing prepaid card customers, monthly service plan customers, home broadband customers, and corporate customers (including secondary card and membership card customers); and
 - (v) Excluding individuals who have been blacklisted from the Campaign pursuant to Clause 17 and 33.

Failure to meet all the above requirements will result in disqualification from participation in the Campaign and ineligibility to receive any rewards.

4. Each Eligible participant can only participate in the Campaign with only one Hong Kong mobile phone number registered for their MyLink account or online store account and with one terminal device (e.g., a smart phone, tablet). If an Eligible Participant logs into more than one MyLink account or online store account on the same device to participate in the Event, CMHK reserves the right to cancel the relevant MyLink account or online store account and from obtaining Asia Miles ("**Miles Rewards** ") without further notice.

Campaign Details

5. During Promotion Period, Eligible Participants can take part in the "**Million Miles Giveaway**," details of which are as follows :

	Applicable Category	Promotion Details	Notes and Miles Rewards Fulfilment
Activity I	Communications – GO! Pass Roaming Data Pack (Chinese Mainland & Macau)	From 20 June to 31 October 2026, Eligible Participants who <u>purchase and successfully activate</u> the GO! Pass Roaming Data Pack (Chinese Mainland & Macau) via MyLink will receive one pin code for obtaining 15 Asia Miles. During Promotion Period 1, each Eligible Participant can receive up to a maximum of 750 miles under Activity 1 using PIN code. To avoid any doubt, each Eligible Participant can earn a maximum of 10 PIN codes per calendar month, with each PIN code entitling to 15 Asia Miles. A total of 73,333 Miles Reward pin codes will be distributed under Activity I (equivalent to 1,099,995 Asia Miles). Rewards will be available on a first-come, first-served basis, while stocks last.	1. Eligible Participants must place and redeem their orders through the MyLink mobile application. Purchase made via the CMHK official website shall not be eligible. 2. Upon completion of the transaction, Eligible Participants will receive a PIN code for obtaining the Miles Reward, which will be distributed to "My e-Cash Coupon" in MyLink account. These PIN codes will be distributed from July, within 10 business days from the 1st day of each calendar month. 3. After receiving the PIN code, please visit the designated page of Cathay

Activity II	Transportation – Cross-border bus tickets	From 20 June to 31 October 2026, Eligible Participants who purchase and use the cross-border bus tickets via the transportation platform in MyLink may receive one PIN code for 15 Asia Miles. During the entire promotion period, each Eligible Participant can earn a maximum of 750 miles in this activity. For the avoidance of doubt, each Eligible Participant may receive up to 10 PIN codes per calendar month, with each PIN code entitling to 15 Asia Miles. A total of 10,000 Miles Reward PIN codes will be distributed under Activity II (equivalent to a total of 150,000 Asia Miles). Rewards will be available on a first-come, first-served basis, while stocks last.	website and enter the provided PIN code to obtain respective Asia Miles. The PIN codes remain valid until 11:59:59 PM on 30 November 2026, after which it shall be expired. 4. Unused PIN code after the expiry date will be considered as forfeited and cannot be reissued or compensated in any form.
Activity	Point Conversion (MyLink points to	During Promotion Period 2 (20 June to 31 July 2026) and Promotion Period 3 (10 August to 31 December 2026, Eligible Participants can convert 10,000 MyLink points to 500 Asia Miles. Please view the “Mall” and	1. This product can only be converted with full MyLink points. Please see the “Mall” for details. 2. Eligibles Participants will

III	Asia Miles)	follow the instructions to get a PIN code to obtain respective Asia Miles.	receive a PIN code instantly for obtaining respective Asia Miles, which will be distributed to “My e-Cash Coupon” in MyLink account. 3. After receiving the PIN code, please visit the designated page on Cathay website and enter the provided PIN code to obtain your Asia Miles. The PIN codes obtained during Promotion Period 2 are valid until 11:59:59 PM on 31 August 2026; and the PIN codes obtained during Promotion Period 3 are valid until 11:59:59 PM on 31 January 2027; after which it shall be expired. 4. Unused PIN code will be considered as forfeited and will not be reissued or compensated in any form.
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PIN code Usage and Notes

6. Eligible Participants can view order details by clicking the profile icon in the top-left corner or go to "My Orders" of the Campaign page.
7. During Promotional Period 1, the PIN codes obtained under Activity I and Activity II will be distributed to the MyLink accounts of the Eligible Participants within 10 business days from the 1st day of each calendar month. Each Eligible Participant can receive a maximum of ten (10) PIN codes under Activity I and Activity II respectively per calendar month (equivalent to a total of 150 Asia Miles respectively). For the entire promotional period, each Eligible Participant may obtain up to 750 Asia Miles from eligible PIN codes under each of Activity I and Activity II. The Miles Rewards are allocated on a first-come, first-served basis and are subject to availability, while stocks last. For Activity III, the PIN codes for Point Conversion will be distributed instantly upon successful completion of the relevant transaction.
8. PIN Codes obtained under Activity I and Activity II are valid until 11:59:59 PM on 30 November 2026, PIN codes obtained under Activity III during Promotion Period 2 are valid until 11:59:59 PM on 31 August 2026, while PIN codes obtained under Activity III during Promotion Period 3 are valid until 11:59:59 PM on 31 January 2027. The validity shall be determined based on the date on which the relevant PIN codes are distributed to the Eligible Participant's MyLink account. In the event of any discrepancy between these Terms and Conditions of the PIN Codes obtained in this Campaign, the validity and details of the PIN codes as displayed in the MyLink account shall prevail.
9. Eligible Participants must use the above PIN codes prior to the expiry date; failing which such PIN code shall be deemed forfeited and void. No reissuance or extension of validity shall be granted. China Mobile Hong Kong, Asia Miles Limited, and Cathay Pacific Airways Limited will not be responsible for any reissuance of expired PIN codes, extension of validity, exchange for cash, or compensation in any form. Eligible Participants shall have no right to claim any compensation or losses from the aforesaid companies in respect of any unused or expired PIN codes.
10. In the event of any dispute, Asia Miles Limited, Cathay Pacific Airways Limited and China Mobile Hong Kong reserve the right of final decision.
11. Participation in this Campaign is subject to the Terms and Conditions of

Cathay membership programs. For details, please refer to https://www.cathaypacific.com/cx/en_HK/legal-and-privacy/cathay-membership-terms-and-conditions.html

MyLink Points Usage and Precautions

12. All MyLink points have an expiration date. The expiration date depends on when the MyLink points are deposited into the participant's MyLink account. In the event of any discrepancy between the terms and conditions of this MyLink points campaign and those of any other MyLink points campaign, the valid points displayed in the MyLink account shall prevail.
13. Participants must use their MyLink points to convert to rewards or purchase designated products / services before the MyLink points expire. MyLink points will be invalid after the expiration date and will not be reissued or have their validity extended. To convert MyLink points, you must read and agree to the terms and conditions of the MyLink Points Program. For details, please visit: <https://www.hk.chinamobile.com/en/home/customer-service/mylinkpoints>.
14. **China Mobile Hong Kong** reserves all discretion and right to handle participants' points. MyLink may suspend the issuance of points or deduct points from any participant's MyLink account at any time without prior notice in the following circumstances (including but not limited to) : (a) in cases where a participant has committed fraud or is suspected of fraud ; (b) where a participant has obtained points through unfair means (including but not limited to dishonest use, deception, misuse or abuse) ; (c) where a participant cancels or withdraws any eligible service or mobile phone number service for which points are due ; (d) where **China Mobile Hong Kong** or any service provider has miscalculated the points that a participant should have earned; and/or (e) in any situation where **China Mobile Hong Kong** reasonably ensures that a participant has earned points fairly.
15. Eligible Participants who have received offers or products cannot return, exchange for cash, or transfer them to others, including swapping, selling, splitting, or gifting. If an Eligible Participant cancels their MyLink registered account, any points in that MyLink account will be automatically invalidated and will not be reissued, and CMHK will not provide any compensation.

Disclaimer

16. China Mobile Hong Kong reserves all discretion and right to handle participants' serial numbers. China Mobile Hong Kong may suspend the issuance of serial numbers or deduct serial numbers from any participant's MyLink account at any time without prior notice in the following circumstances (including, but not limited to): (a) in cases of fraud or suspected fraud by the participant; (b) in cases where the participant obtains a serial number through unfair means (including, but not limited to, dishonest use, deception , misuse , or abuse) ; (c) in cases where the participant cancels or withdraws any eligible service or mobile phone number service for which they are entitled to receive a serial number ; (d) in cases where China Mobile Hong Kong or any service provider miscalculates the serial number a participant should receive due to malfunctions or other problems with computers , networks , telephones , technology , or systems ; and / or (e) in any case where China Mobile Hong Kong reasonably ensures that the participant is using the serial number properly.
17. If CMHK suspects that any Eligible Participant has (a) engaged in or is associated with unusual/suspicious activities; or (b) used improper methods or engaged in other fraudulent behaviors that disrupts or interferes with any part of the Event's operation, or causes technical issues; or detects or discovers (c) any dishonest behavior, provision of false, incorrect, or inaccurate information, or (d) any violation of these terms and conditions or any applicable laws, regulations, or regulatory provisions; or (e) the Eligible Participant has conducted any malicious acts or used any related parts of this Event in bad faith; CMHK reserves full and final discretion in deciding to suspend or cancel that individual's participation in the Event and/or their eligibility to receive rewards and/or to participate in any future promotional activities without any notice and without any liability to any individual, and reserves the right to take legal action and place that person on the Event blacklist.
18. Eligible participants receive the offer / goods, they cannot get a refund or exchange them for cash, nor can they exchange, sell, split, give away, or transfer them to others. When an eligible participant cancels their MyLink registered account, the serial number in their MyLink account will be automatically cancelled and will not be reissued, and China Mobile Hong Kong will not provide any compensation.
19. If a qualified participant submits incorrect, inaccurate, or false personal data due to any factors beyond China Mobile Hong Kong's control, or if China Mobile Hong

Kong is unable to contact or verify the qualified participant 's identity, the participant shall be deemed to have forfeited their eligibility to participate in the activity and / or receive the goods and / or serial number. The qualified participant shall not request reissue or any form of compensation, and **China Mobile Hong Kong** shall not be liable for any such reissue.

20. CMHK makes no representations, warranties, or assumes any liability in respect of any information, content or functionality related to the points or promotional items of the Event, including but not limited to their applicability, availability, quality, nature, accuracy, and practicality of any specific purpose, or the legitimacy of any intellectual property rights contained therein.
21. CMHK shall not be responsible for any losses or damages (whether direct or indirect) resulting from service failures, interruptions, delays, or temporary suspensions due to power or network outages or other uncontrollable circumstances. This includes situations arising from any technical failures, difficulties, or errors, network failures, interruptions or congestion, mobile application malfunctions, issues caused by third-party suppliers or companies, software incompatibility problems, or any other reasons (including but not limited to any device or internet network issues) that may cause delays, losses, errors, unidentifiable responses, or an inability to obtain products/services. CMHK will not be responsible for and will not provide any reissuance or compensation.
22. The information, text, photos, diagrams, and images provided by CMHK regarding the description of the purchased/redeemed products are for reference only. Please refer to the actual products.
23. No notice shall be given for any changes in product details, discontinuation of supply by third-party suppliers/companies, or substitution of products from other third-party suppliers/companies. **China Mobile Hong Kong** shall not be liable for any compensation.
24. The product specifications are provided by third-party suppliers/companies and are for reference only. CMHK has no control or guarantee over the quality, safety, and legality of the products or services provided by third-party suppliers/companies, as well as the authenticity and accuracy of the published content, and the reputation and credibility of third-party suppliers/companies. If participants have any inquiries, claims, or complaints regarding the quality of products or supply conditions

provided by third parties, they should address them directly to the relevant third-party suppliers/companies. CMHK will not be liable for this.

25. If any participant engages in behavior or inaction that violates the law, these terms and conditions, or may damage the rights of third parties/companies, such participant agrees and undertakes to fully indemnify CMHK for any disputes and claims arising from or related to their actions or inaction, and to hold CMHK harmless.
26. To the greatest extent permitted by law, CMHK shall not be liable for any functions or content provided by third parties/companies in relation to benefits and promotions, nor for any consequences, costs, expenses, losses, or damages arising from or to be caused by the use of such benefits and promotions. Any inquiries, claims, or complaints regarding the quality of prizes should be directed to the respective suppliers or companies directly. CMHK assumes no liability in this regard.
27. Eligible Participants understand that their participation in this Event is on a voluntary basis and h/she shall assume all associated risks. The customer agrees that CMHK shall not be liable for any consequences, costs, expenses, losses, damages, claims, or litigations (including but not limited to direct, indirect, and consequential losses) arising from or in connection with the Eligible Participant's participation in this Event.
28. CMHK shall not be liable for any loss or damage arising from any delay or failure to perform any part or all of these Terms and Conditions due to causes beyond CMHK's reasonable control or not attributable to its fault or negligence. These causes include but are not limited to power failures, wars, threats of war, riots, or other acts of civil disobedience, violence, natural disasters, government or other legal restrictions, any industrial or labor disputes, fire, explosion, storms, flooding, lightning, earthquakes, and other natural calamities that result in delays or inability to perform any obligations under these Terms and Conditions in whole or in part.

Note on Collection of Personal Data

29. By participating in the Event, participants consent to and accept for CMHK to

collect, use and disclose their personal data for the administration of the Event and all purposes related to the Event. Participants have read, understood and agreed to be bound by CMHK's General Personal Information Collection Statement and Privacy Policy. These statements are available in MyLink under Personal Profile > About > Collection of Personal Information Express List / Privacy Policy.

30. The aforementioned statements are issued in compliance with the requirements of the Personal Data (Privacy) Ordinance (Cap. 486 of the Laws of Hong Kong) (the "Ordinance"). The customer has the right to request access to and/or correction of their personal data held by CMHK in accordance with the provisions of the Ordinance.
31. Participants may be required to provide CMHK with personal data for the purposes of participating in the Event. If a participant fails to provide the requested information, the participant may be ineligible to participate in the Event, receive points and/or obtain rewards. Personal data collected under this clause will be destroyed six months after the end of the Event or after complete processing for its related internal purposes, whichever is later.
32. To request access to or correction of personal data, please write to China Mobile Hong Kong Company Limited (Address: 20/F, Tower 1, Kowloon Commerce Centre, 51 Kwai Cheong Road, Kwai Chung, New Territories, Hong Kong; Attention: Data Protection Officer), or call CMHK's Opt-out Registration Hotline for Commercial Electronic Messages at 6226 4926 or the Customer Service Hotline at 12580.

Other Important Notes

33. Anyone who has engaged in dishonest or fraudulent behaviors in other CMHK's MyLink events or in any processes has used MyLink, or who has used it in bad faith or improperly, or has violated any other terms and conditions of CMHK's events, will be automatically blacklisted and will lose the eligibility to participate in this Event and to purchase/obtain products or points.
34. To ensure fairness, employees of CMHK (including full-time and part-time employees, as well as contract-based staff) are not permitted to participate in the Event.
35. These Terms and Conditions and all related matters shall be exclusively governed

by, construed, and enforced in accordance with the laws of Hong Kong. The customer agrees to irrevocably and unconditionally submit to the exclusive jurisdiction of the courts of Hong Kong for any disputes, controversies, requests, Litigations, or claims.

36. Each provision in these Terms and Conditions shall be independently enforceable, and its validity shall not be affected by the invalidity of any other clauses.
37. No person other than the customer and CMHK shall have any rights under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce or enjoy the benefit of any clauses of these Terms and Conditions.
38. CMHK reserves the right to amend the content details of the Event, terminate the Event, and/or amend these Terms and Conditions at any time without prior notice. Any temporary changes or cancellations related to the Event will be confirmed by announcements from CMHK.
39. There is no appeal mechanism for this Event. In case of any disputes, CMHK reserves the right to make the final decision. Any disputes will be resolved in accordance with CMHK's system records.
40. In case of any ambiguity between the Chinese and English versions of these Terms and Conditions, the Traditional Chinese version shall prevail.