

## Terms and conditions for HSBC Premier Elite customers – CLUB AVENUE by Lee Gardens Membership Tier Upgrade

### When can you enjoy the Offer

1. The promotional period is from 30 July 2025 to 31 July 2026 (both dates inclusive) ("**Promotion Period**").

### Who can enjoy the Offer

2. You can enjoy the Offer only if you have fulfilled all of the following requirements ("**Eligible customers**"):
  - a. be a valid HSBC Premier Elite customer of The Hong Kong and Shanghai Banking Corporation Limited in Hong Kong ("**Bank**"); and
  - b. complete the application form with your HSBC Premier Elite Client number, CLUB AVENUE/hy! member ID and contact number.

### What is the Offer

3. During the promotional period, you can receive CLUB AVENUE Gold membership valid until 31 December of next calendar year ("**Offer**"). The Offer is provided by Hysan Marketing Services Limited (hereinafter "**Service Provider**") to individuals shopping at Lee Gardens Area.
4. Completed application form is required to be submitted for the verification of Offer eligibility.

### Read before you enjoy the Offer

5. The Offer cannot be exchanged for cash, other products, services, discounts, or transferred to another person.
6. Each Eligible Customer is entitled to the Offer once only.
7. Tier adjustment will be effective within 15 working days after successful application.
8. The Offer will be awarded by the Service Provider upon successful application and successful registration of CLUB AVENUE/hy! membership on or before 31 July 2026. Late registration will not be accepted.
9. For the Eligible Customers who are existing CLUB AVENUE/hy! members, upon successful application, the Service Provider will update a membership to Gold tier.



**Premier Elite**

10. The Offer of CLUB AVENUE Gold membership for HSBC Premier Elite clients is applicable to new or existing CLUB AVENUE Ruby or below members only, excluding clients who are currently a CLUB AVENUE Gold or above member.
11. The membership will only be activated upon the completion of registration with all necessary information.
12. The Eligible customers will be entitled CLUB AVENUE Gold membership valid until December 31 of the next calendar year, calculated from the date of membership registration. Subsequently, the renewal of membership level will be reviewed at the next calendar year and determined based on the total accumulated spending of a full calendar year if the customer accumulates a calendar year spending of HK\$120,000 or more, the Gold membership renewal will take effect the subsequent year 1<sup>st</sup> of Jan. For example, if a customer's membership becomes effective on August 1, 2025, and the customer accumulates spending of HK\$120,000 or more from January 1, 2026, to December 31, 2026, the Gold membership renewal will take effect on January 1, 2027, remaining valid till December 31, 2027. The use and validity of CLUB AVENUE membership are subject to terms and conditions.
13. Each member will only be assigned one membership level at a time. For the full version of CLUB AVENUE terms and conditions, please visit [https://lgloyaltyprd.blob.core.windows.net/appdata/Club%20Avenue%20Membership%20Terms%20and%20Conditions\\_EN.pdf](https://lgloyaltyprd.blob.core.windows.net/appdata/Club%20Avenue%20Membership%20Terms%20and%20Conditions_EN.pdf)
14. The Offer is subject to a limited quota and will be granted on a first-come, first-served basis until the allocated capacity is exhausted.
15. The Service Provider shall not be liable for any disputes arising between the Bank and the Eligible Customers.
16. The Bank and the Service Provider reserve the final right to cancel, terminate or change any of these terms and conditions at any time without prior notice. The entitlement of the Offer shall be at the sole discretion of the Bank and the Service Provider.
17. The Bank and the Service Provider reserve the right of interpretation to the aforesaid terms and conditions in case of any dispute, which interpretation shall be binding and conclusive.
18. These terms and conditions shall be governed by and construed in accordance with the laws of the Hong Kong Special Administrative Region ('Hong Kong').
19. In the event of any discrepancy or inconsistent between the English version and the Chinese version of the promotional materials and these terms and conditions, the English version shall prevail.

## What these terms mean

20. **"CLUB AVENUE by Lee Gardens Membership Terms and Conditions"**

refers to the standard or other terms and conditions of CLUB AVENUE for the use of its services.

Issued by The Hongkong and Shanghai Banking Corporation Limited