

TERMS AND CONDITIONS FOR SMARTONE MEMBERSHIP PROGRAMME

1 SmarTone Membership Programme

- 1.1 SmarTone Membership Programme is operated by S Rewards and is governed by the following terms and conditions contained herein (such terms and conditions, and as they may be amended by us from time to time at our sole discretion, are referred to as these "**Terms and Conditions**").
- 1.2 The SmarTone Membership Programme is open to Eligible Customers and any other individuals aged 18 or above. By applying to be a SmarTone Member, such person agrees to accept and be bound by the terms and conditions set out herein and the privacy policies of SmarTone and S Rewards. Such person must not enrol or enjoy the benefits, if he/she does not accept all of these Terms and Conditions or Privacy Policy. SmarTone Membership is accepted at our sole discretion.
- 1.3 A SmarTone Member will be able to enjoy various rewards and privileges offered by or through SmarTone Membership Programme.

2 SmarTone Membership

- 2.1 SmarTone Membership has lifetime validity period unless terminated earlier pursuant to these Terms and Conditions.
- 2.2 SmarTone Membership tier is determined based on subscription of certain Designated Service Plan or such other requirements which we may determine from time to time.
- 2.3 **We may at any time, with or without prior notice, review the SmarTone Membership tiers and the criteria for eligibility to the SmarTone Membership, or reassign a SmarTone Member to another membership tier as we may decide.**
- 2.4 **We are entitled to modify the structure (including membership tiers, validity period for each tier), benefits, contents and other features of the SmarTone Membership (including but not limited to the Care App, the Member Benefits, The Point, method to redeem the Member Benefits, conversion and expiration of The Point bonus points and/or The Point Dollars, these Terms and Conditions, joining programmes of or having arrangements with new or other programmes and termination of the SmarTone Membership), at any time with or without prior notice. Although we will use reasonable efforts to notify SmarTone Members of material changes to the SmarTone Membership and/or to these Terms and Conditions, it is the responsibility of SmarTone Members to keep themselves up to date in respect of SmarTone Membership and these Terms and Conditions which will be posted at our website (<http://www.smartone.com>). Any redemption of the Member Benefits, or your continued use of any of those services after the posting of such changes indicates your acceptance to any such modification. We will not be liable for any loss or damage resulting from any modifications to SmarTone Membership, including but not limited to these Terms and Conditions.**
- 2.5 SmarTone Member may have multiple memberships and each membership is registered with one mobile number or one Designated Service Plan. Eligible Customer may be eligible for a different SmarTone Membership tier if he/she switches to a different Designated Service Plan before contract starts; or in case of any overlap between the current membership entitlement and new membership entitlement, the SmarTone Member shall be entitled to a higher tier during the overlap period. **We reserve the right to request such SmarTone Member to combine individual membership accounts into a single membership account with one number, one status. If such**

SmarTone Member fails to take actions and/or provide verification documents to our satisfaction, we reserve the right to cancel duplicate membership accounts.

- 2.6 The SmarTone Membership are non-transferable and non-assignable and may only be used or enjoyed by that SmarTone Member to whom the SmarTone Membership is granted or issued.
- 2.7 If a SmarTone Member subscribing to a Designated Service Plan qualifying for SmarTone PRIORITY, he/she will be upgraded as a SmarTone PRIORITY Member within a reasonable period from Service activation or the approval of application for membership (as the case may be) for the term of such Designated Service Plan until such plan is otherwise terminated or expires. If such Designated Service Plan is terminated or expires, we reserve the right to downgrade the membership tier from the termination or expiry.
- 2.8 Other Eligible Customers or Individuals will remain as SmarTone Members.
- 2.9 Registered owner has the right to terminate his/her SmarTone Membership by giving written notice to us.
- 2.10 In the event that a SmarTone Member terminates his/her SmarTone Membership, the corresponding Member Benefits will be forfeited immediately.
- 2.11 In the event that a SmarTone Member changes or cancels the Service contract, the corresponding membership tier and Member Benefits will be changed accordingly forthwith.
- 2.12 Third-parties are not allowed to use the SmarTone Member's account number to earn any rewards and/or privileges. If a SmarTone Member breaches this clause, SmarTone may forfeit the accrued rewards and/or privileges and suspend the membership accounts.
- 2.13 **WE RESERVE THE RIGHTS TO SUSPEND OR TERMINATE A SMARTONE MEMBERSHIP, EXCLUDE HIM/HER FROM SMARTONE MEMBERSHIP PROGRAMME, AND/OR REVOKE ALL THE OFFERS, REBATES AND/OR REWARDS THAT HAVE BEEN EARNED/ACCUMULATED BY HIM/HER IF WE DISCOVER OR SUSPECT THAT SUCH SMARTONE MEMBER: (A) ABUSES ANY OF SMARTONE MEMBERSHIP PROGRAMME' PRIVILEGES, THE OFFERS, REBATES AND/OR REWARDS; (B) TAMPERS WITH SMARTONE MEMBERSHIP PROGRAMME, THE OFFERS, REBATES AND/OR REWARDS; (C) ENGAGE IN ABUSIVE, DECEIT OR FRAUDULENT BEHAVIOUR OR FRAUD IN RELATION TO THE SMARTONE MEMBERSHIP PROGRAMME, OFFERS, REBATES AND/OR REWARDS; (D) FAIL TO COMPLY WITH ANY OF THESE TERMS AND CONDITIONS; (E) MAKE ANY MISREPRESENTATION OR FALSE STATEMENTS TO US; OR (F) VIOLATE APPLICABLE LAWS, REGULATIONS OR OUR INTERNAL POLICY.**
- 2.14 If a SmarTone Member breaches any of these Terms and Conditions, or if we have reasonable grounds to believe that these Terms and Conditions have been breached, we reserve the right to suspend or terminate his/her membership, and lodge a claim for compensation of any losses suffered. **The SmarTone Membership Programme, The Point bonus points, Member Benefits, and other related benefits and services are our sole property, and are not the property of SmarTone Members. On cancellation of SmarTone Membership for any reason, all unredeemed The Point bonus points, Member Benefits and other related benefits and services will be forfeited. The Point bonus points, Member Benefits and other related benefits and services have no cash value and we will not compensate or pay cash for any forfeited or unused The Point or Member Benefits.**

2.15 We reserve the right to amend these Terms and Conditions, Privacy Policy, and Personal Information Collection Statement of SmarTone Membership Programme.

3 Member Benefits

3.1 We may offer Member Benefits from time to time and all Member Benefits are offered subject to availability while stocks last (if applicable).

3.2 Member Benefits are exclusive to SmarTone Members only and cannot be transferred to any third-party, unless otherwise approved by us. We reserve the right to charge reasonable fees for transferring points and Member Benefits between SmarTone Member and his/her family members.

3.3 All service waivers, rewards and privileges cannot be exchanged for other rewards, refunded, replaced or transferred for cash under any circumstances.

3.4 We are not liable for lost or stolen reward vouchers, cash vouchers or tickets.

3.5 We and/or Merchants may specify any number of The Point bonus points or Point Dollars which (i) may be issued to a SmarTone Member for each SmarTone x The Point Eligible Event in an eligible transaction, or (ii) may be used by a SmarTone Member required for redemption of Member Benefits from time to time. To redeem the Member Benefits, SmarTone Members are required to present a one-time QR Code (or such other evidence to our satisfaction) and the valid membership e-Card to us or the Merchant (as the case may be) as proof of membership within the designated validity period at designated location as stated. **SmarTone Members who wish to redeem any Member Benefits agree to be bound by the applicable procedures, terms and conditions associated with those benefits, our terms and conditions and Merchant's terms and conditions.**

3.6 The use of offers and/or cash vouchers will be subject to the terms and conditions of the Merchant and/or supplier involved during the promotion period. Unless otherwise specified, SmarTone Membership Programme offer(s) cannot be used in conjunction with other offers.

3.7 We reserve the right to update, change or cancel the rewards, privileges, offers and relevant terms subject to the Merchant and/or supplier at any time without notice. SmarTone Members can visit <https://www.smartone.com/tc/SmarTone-Priority/> regularly for the latest rewards and privileges.

4 About "The Point"

4.1 The Point is an integrated loyalty programme covering selected malls and merchants under SHKP. We are a partner of The Point.

4.2 SmarTone Members, who subscribed to any Designated Service Plan, shall also be registered as "The Point Members" automatically unless (i) he/she advises otherwise; (ii) any other cases which we may specify otherwise (e.g. holder of foreign passport). Alternatively, SmarTone Member may register as The Point Member while re-contracting, spending at SmarTone or via SmarTone CARE App (or such other platforms specified by us from time to time).

To be eligible to earn The Point bonus points arising from any SmarTone x The Point Eligible Spending, SmarTone Members who have already registered as The Point Members have to bind the accounts manually in SmarTone CARE App (or such other platforms specified by us from time to time) prior to such SmarTone x The Point Eligible Spending. While binding the accounts, customers have to enter their The Point Membership number in SmarTone CARE App (or such other platforms specified by us from time to time), and use the mobile number registered for The Point Membership to receive a one-time password before completing the instructed procedures to verify their The Point Membership to complete the binding process.

For the avoidance of doubt, those who could not bind the accounts successfully prior to such SmarTone x The Point Eligible Spending are not eligible to earn any The Point bonus points.

- 4.3 The mobile number used to register for SmarTone Membership must be the same as the one used to register for The Point Membership in order to bind the accounts.
- 4.4 After a SmarTone Member registers and binds their SmarTone Membership with their The Point Member accounts, he/she can earn **“The Point bonus point”** according to the terms and conditions of SmarTone and/or SmarTone Membership Programme and the terms and conditions of The Point. **The number of The Points bonus points that such member will earn in each transaction at each SmarTone x The Point Eligible Event may be specified by us at any time without any prior notice.** The Point bonus points earned can be converted into The Point Dollar(s) or be used to redeem other exciting rewards on The Point Mobile App.
- 4.5 Mobile numbers of primary cardholder of “Super Care Family Plan” or add-on SIM plans will be used to register and bind to The Point Member account. Upon binding, SmarTone x The Point Eligible Spendings made by the customers (including secondary cardholders) will earn The Point bonus points and will be credited to the primary cardholder’s The Point Member account.
- 4.6 If the SmarTone Member changes his/her mobile number after binding The Point Member account and SmarTone Member account, SmarTone Member must use the new mobile number to register for SmarTone Membership and rebind it to The Point Member account registered with the new mobile number, before they can earn The Point bonus points according to the terms and conditions of SmarTone and/or SmarTone Membership Programme and the terms and conditions of The Point. Upon rebinding, The Point bonus points will be issued to The Point Member account registered with the new mobile number. We will cancel the binding of old mobile number with The Point, and The Point bonus points earned with old number will be kept in the original account and will not be transferred to The Point Member account registered with new number.
- 4.7 SmarTone Member who has more than one Designated Service Plans under the Service Company can select one mobile number registered with one of the Designated Service Plans to bind to The Point Membership in SmarTone CARE App, before they can earn The Point bonus points via SmarTone x The Point Eligible Spending at SmarTone. Eligible Customers can also change to or bind with another Designated Service Plan’s registered mobile number via SmarTone CARE App thereafter.
- 4.8 Upon binding The Point Member account and SmarTone Member account, it cannot be cancelled (except in situation mentioned in clause 4.6, 4.7 and 4.11).
- 4.9 SmarTone Member explicitly agree to the exchange of their personal data between Service Company, us and The Point for the purpose of membership programme. We and The Point will

use and handle the personal information collected according to their respective Privacy Policy and Personal Information Collection Statement.

SmarTone Membership Programme (<https://www.smartone.com/en/SmarTone-Priority/>).

The Point (<https://www.thepoint.com.hk/en/privacy-policy.html>).

- 4.10 We and The Point reserve the right to change the Terms and Conditions without prior notice, all new and updated terms will be published in the respective mobile apps and websites.
- 4.11 If a SmarTone Member who has The Point Member account and wants to terminate his/her The Point Member account, he/she must submit a request to The Point directly. Once The Point Member account is terminated, the SmarTone Member can no longer earn The Point bonus points with SmarTone x The Point Eligible Spending(s) at SmarTone.
- 4.12 About The Point loyalty programme details, please visit The Point website or The Point mobile app.

5 Earning The Point bonus points

- 5.1 Any SmarTone x The Point Eligible Spending made with Point Dollar cannot be used to earn The Point bonus points. SmarTone Members who have questions regarding its application and/or limits, please contact SmarTone for further enquiries.
- 5.2 The SmarTone x The Point Eligible Spending must be all made and paid for by the SmarTone Member to be deemed valid. Third parties are not allowed to use the SmarTone Member's account number to earn any rewards and/or benefits. If a SmarTone Member breaches this clause, the relevant rewards and/or benefits will be forfeited.
- 5.3 SmarTone CARE app will show the records and the number of The Point bonus points that has been earned at SmarTone and linked with The Point Member account (the number of such The Point bonus points are the same as the one shown in The Point mobile app).
- 5.4 Upon making SmarTone x The Point Eligible Spending(s), each SmarTone Member may earn The Point bonus point(s) in the manner as specified by us from time to time within the designated period. If such SmarTone Member does not earn The Point bonus point(s) in such manner within such period, he shall be deemed to have given up those points and shall have no right to appeal against the entitlement whatsoever.
- 5.5 The total number of The Point bonus points earned at SmarTone shown on SmarTone CARE system is final. We do not accept any claim of missing The Point bonus points earned at SmarTone after transaction.
- 5.6 In the event that a SmarTone Member (i) has earned any The Point bonus points in any transaction at SmarTone but such transaction is subsequently cancelled, refunded or reversed for whatever reasons; or (ii) obtains refunds for the purchased handset or accessories (including full or partial refund), The Point and we shall be entitled to cancel or deduct The Point bonus points earned from the said transaction(s) from the SmarTone Member's account (including any The Point bonus points earned from the said transaction(s) during any SmarTone x The Point Eligible Event as may be in place from time to time).

- 5.7 Each SmarTone Member may earn The Point bonus points via making SmarTone x The Point Eligible Spending(s) at SmarTone (for the maximum number of The Point bonus points that can be earned in each transaction, please refer to the respective terms and conditions).
- 5.8 The Point bonus points shall have no cash value and cannot be exchanged for cash. The Point bonus points cannot be sold, bought, transferred or moved to other accounts.
- 5.9 The Point bonus points have two expiry dates each year, 31 March and 30 September. This means that points earned from 1 October in the previous year to 31 March this year will expire on 31 March of the next year, and must be used to redeem rewards on or before 31 March of the next year. Points earned from 1 April to 30 September this year will expire on 30 September of the next year, and must be used to redeem rewards on or before 30 September of the next year. Expired points will be forfeited automatically. Please visit The Point's website or Mobile App for related terms and conditions.
- 5.10 We reserve the right to terminate the membership of any SmarTone Member immediately if they are found using the SmarTone Member account (including but not limited to registering member account, The Point bonus points or redeeming rewards) in any dishonest way. Upon termination, The Point bonus points earned at SmarTone will be forfeited immediately and no reward redemption will be allowed. We shall have the right to request a return of all redeemed rewards and to lodge a claim for compensation of any losses suffered by us. The individual in question shall have no right to object to such an arrangement.
- 5.11 We/SHKP shall have the right to cancel or deduct The Point bonus points that are issued to any SmarTone Members by error without prior notice.
- 5.12 We/SHKP will not bear any responsibility in any case of network problems, system malfunctioning, poor phone reception or blocking by third party applications that cause the delay, loss, mistake or corruption of an information transfer.
- 5.13 If a SmarTone Member breaches any of these Terms and Conditions, or if we have reasonable grounds to believe that these Terms and Conditions have been breached, the related The Point bonus points earned at SmarTone will be forfeited. We shall have the right to suspend or terminate that SmarTone Membership and lodge a claim for compensation of any losses suffered by S Rewards.
- 5.14 In case of disputes related to The Point bonus points, we and SHKP reserve the right of final decision.

6 Reward Redemption

- 6.1 SmarTone Member who has bound his SmarTone Member account and The Point Member account is eligible to use The Point bonus points and enjoy discounted price (if applicable) and to redeem Point Dollar or other exciting rewards on The Point mobile app. Upon confirmation of reward redemption, the corresponding The Point bonus points will be deducted from the respective member's account, no cancellation or refund is allowed.
- 6.2 For more details on The Point bonus point redemption, please visit <https://www.thepoint.com.hk/en/terms-and-conditions.html>.

- 6.3 We and SHKP may accept or reject redemption requests according to (amongst others) whether any SmarTone Member has successfully made SmarTone x The Point Eligible Spending for the redemption and whether the Member Benefits are still available. In case of disputes related to reward and privilege redemption, we, SHKP, relevant service or goods suppliers and Merchants reserve the right of final decision.

7 Limitation of Liability

- 7.1 **IN NO EVENT WILL S REWARDS, ANY COMPANY OF SMARTONE GROUP, THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES OR AGENTS, BE LIABLE TO SMARTONE MEMBER FOR ANY INDIRECT, INCIDENTAL, SPECIAL PUNITIVE OR CONSEQUENTIAL DAMAGES OF ANY KIND ARISING OUT OF OR IN CONNECTION WITH SMARTONE MEMBERSHIP PROGRAMME WHETHER THE DAMAGES ARE FORESEEABLE AND WHETHER OR NOT WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.**

- 7.2 **WE MAKE NO WARRANTIES OR REPRESENTATIONS, EITHER EXPRESSED OR IMPLIED WITH RESPECT TO TYPE, QUALITY OR FITNESS OF GOODS OR SERVICES PROVIDED BY OR THROUGH SMARTONE MEMBERSHIP PROGRAMME. WE DO NOT GIVE ANY WARRANTY FOR THE QUALITY OR FITNESS OF ANY OF THE MEMBER BENEFITS AND ACCEPTS NO RESPONSIBILITY: (A) REFUSAL BY US, ANY OF OUR AFFILIATES AND/OR MERCHANTS TO OFFER MEMBER BENEFITS OR ACCEPT MEMBERSHIP E-CARD; (B) UNAVAILABILITY OF ANY OF THE MEMBER BENEFITS; AND (C) REFUSAL OF REPLACEMENT OR CHANGE OF ANY OF THE MEMBER BENEFITS OR COMPENSATION OR REWARD THEREOF BY US, ANY OF OUR AFFILIATES AND/OR PARTICIPATING MERCHANTS.**

- 7.3 The Member Benefits received from or through SmarTone Membership Programme may contain products or services supplied by third parties. The consumption of those products shall be at the SmarTone Members' own risk and we are not liable for any personal injury or property damage suffered by the users.

- 7.4 We are not responsible for: (a) any loss or misdirection of, or delay in receiving, any membership application, correspondence, redemption requests, or general administration of handling benefits; (b) theft or unauthorised redemption of benefits; (c) any acts of omission of third parties; or (d) any errors published in relation to the description of the benefits.

8 Miscellaneous

- 8.1 We reserve the right, at any time and from time to time to update, revise, supplement and otherwise modify these Terms and Conditions and to impose new or additional rules, policies, terms, or conditions in relation to SmarTone Membership Programme. Such updates, revisions, supplements, modifications, and additional rules, policies, terms and conditions (collectively referred to in this Terms and Conditions as "Additional Terms") will be effective immediately and incorporated into these Terms and Conditions. Any redemption of any benefits, or your continued use of any of our services after the posting of Additional Terms indicates your acceptance to any such modification. All Additional Terms are hereby incorporated into these Terms and Conditions by this reference.

- 8.2 SmarTone Member shall not assign, transfer, convey, licence or otherwise dispose of any of its rights and obligations under these Terms and Conditions to any other party without our prior consent.

- 8.3 We may appoint a third party, including an Affiliate, to provide SmarTone Membership Programme to SmarTone Member on our behalf or to perform any of our obligations under these Terms and Conditions. For the purpose of this Clause "Affiliate" means, an entity which directly or indirectly controls, is controlled by, or is under common control within SmarTone Group.
- 8.4 We may at any time transfer the ownership and/or operation of SmarTone Membership Programme to any persons without notifying all SmarTone Members individually. In the course of such transfer and for the purpose of ensuring a seamless transition, SmarTone Member's personal data retained with us will be subject to the administration of the new owner and/or operator.
- 8.5 Without prejudice to the right of us to cancel a membership, no Member Benefits received from SmarTone Membership Programme shall be sold, bartered or transferred unless it is explicitly approved us. Any unapproved transfer, sale or barter will be void. We reserve the right to claim against the SmarTone Members and other persons involved in such trading for damages and compensation.
- 8.6 We shall not be liable for any loss or damage resulting from delay or failure to perform these Terms and Conditions in whole or in part where such delay or failure shall be due to causes beyond our reasonable control, or which is not occasioned by our fault or negligence, including but not limited to, war, the threat of imminent war, riots or other acts of civil disobedience, insurrection, acts of God, restraints imposed by governments or any other supranational legal authority or any other industrial or trade disputes, fires, explosions, storms, floods, lightening earthquakes and other natural calamities.
- 8.7 No failure or delay on the part of the parties hereto to exercise any right, power or remedy under these Terms and Conditions shall operate as a waiver thereof, nor shall any single or partial exercise by either SmarTone Member or us of any right, power or remedy. The rights, powers and remedies provided herein are cumulative and are not exclusive of any rights, powers or remedies by law.
- 8.8 If any provisions of these Terms and Conditions shall be construed to be illegal or invalid, they shall not affect the legality, validity and enforceability of the other provisions of these Terms and Conditions. The illegal or invalid provision shall be deleted from these Terms and Conditions and no longer incorporated herein but all other provisions of these Terms and Conditions shall continue.
- 8.9 These Terms and Conditions embodies the entire understanding between the SmarTone Member and us and there are no promises, terms and conditions, oral or written expressed or implied other than those contained herein.
- 8.10 If there is any inconsistency or discrepancy between the English version and the Chinese version of these Terms and Conditions, the English version shall prevail.
- 8.11 Save for the Service Companies, no other party has any right under the Contracts (Rights of Third Parties) Ordinance (Chapter 623, the Law of Hong Kong) to enforce these Terms and Conditions and all other terms and conditions applicable to SmarTone Membership Programme and/or to enjoy any benefit under these Terms and Conditions and all other terms and conditions applicable to SmarTone Membership Programme.

9 Applicable Law

- 9.1 These Terms and Conditions is governed by and shall be construed in accordance with the laws of Hong Kong Special Administrative Region (“Hong Kong”) and the parties shall submit to the exclusive jurisdiction of the courts of Hong Kong in the event of dispute.

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Definitions

1. “Designated Service Plan” means the list of designated service plans determined by SmarTone or any Service Company, to be eligible for SmarTone PRIORITY Members and SmarTone Members.
2. “Eligible Customer” mean an individual person who subscribed to a Designated Service Plan (excluding corporate customers or customers registered with business registration) and the Service account is in good standing with the Service Company throughout the term of the Service.
3. “Fraud” means fraud, dishonesty and deceit including but not limited to: (a) Providing false documents or information; (b) Knowingly supplying incorrect information to accrue The Point bonus points and/or Point Dollars; (c) altering documents to accrue The Point bonus points and/or Point Dollars; (d) Attempting to accrue The Point bonus points and/or Point Dollars by any person other than the SmarTone Member; (e) selling, bartering and/or purchasing The Point bonus points and/or Point Dollars including attempting to sell or transfer The Point bonus points and/or Point Dollars by means of internet based sales or auctions; or (f) Knowingly benefiting from the Fraud or misconduct of another SmarTone Member or individual.
4. “Individual” means a natural person aged 18 or above, who is not an Eligible Customer, corporate customers or customers registered with business registration.
5. “Member Benefits” means any offers, privileges, rewards and/or promotions offered to SmarTone Members by us and/or Service Company individually or in association with designated Merchant(s).
6. “Merchant” means an organisation or company that provides benefits to SmarTone Members from time to time as decided by us.
7. “Service” means the relevant service provided by the Service Company.
8. “Service Company” means SmarTone or a member of the SmarTone Group which provide the relevant Service(s).
9. “SHKP” means Sun Hung Kai Properties.
10. “SmarTone” means SmarTone Mobile Communications Limited.
11. “SmarTone Group” means SmarTone Telecommunications Holdings Limited, any company which is a subsidiary or affiliate of SmarTone Telecommunications Holdings Limited. Companies in the SmarTone Group include, but not limited to, SmarTone Mobile Communications Limited and SmarTone Communications Limited.
12. “SmarTone Member” means an Eligible Customer, a former customer, or any other Individual (as defined above) who has successfully registered as a member of SmarTone Membership Programme.
13. “SmarTone Membership” means membership of each SmarTone Members of SmarTone Membership Programme.

14. "SmarTone PRIORITY Member" means a SmarTone Member who has subscribed, upgraded or renewed to the Designated Service Plan that we designate from time to time as qualifying for SmarTone PRIORITY.
15. "SmarTone x The Point Eligible Spending(s)" (applicable to SmarTone x The Point Collaboration Programme) means the spending(s) eligible to be accounted for SmarTone x The Point Collaboration Programme arising from any activities, promotions, and campaigns (and any other eligible event SmarTone or we may other determine) which SmarTone may determine from time to time (the "SmarTone x The Point Eligible Event"). For the avoidance of doubt, SmarTone x The Point Eligible Spending(s) excludes relating to any deposits, credits, debits, reward rebates, write offs, donations, penalties, any prepayments, rebates or payments related to the purchase of handsets or accessories, monthly mobile/broadband/home service Designated Service Plan charges, value-added service, IDD and roaming service charges, prepaid SIM cards, direct carrier billings, Point Dollar, and prepayment rebated in any form or as a waiver.
16. "S Rewards" / "we" / "us" means S Rewards Limited.
17. "The Point" means The Point by SHKP.