

Terms and Conditions:

1. From 23 June 2025 (to such other date as The Point or S Rewards Limited otherwise specifies) (both days inclusive), The Point Gold members who bind their membership with SmarTone member account will become a SmarTone PRIORITY customer, enjoying SmarTone PRIORITY benefits.
2. The binding SmarTone member account phone number must match the registered phone number for The Point member account.
3. Eligible The Point members can only enjoy SmarTone PRIORITY benefits after SmarTone PRIORITY takes effect. SmarTone PRIORITY customer eligibility will be displayed in the SmarTone CARE App.
4. To be eligible to become SmarTone PRIORITY customer, customer who bind their SmarTone member account with The Point account must be existing customers who have registered for designated SmarTone services as an individual and the Service account is in good standing with SmarTone or a company of the SmarTone Group which provide the relevant Service(s) throughout the term of the Service.
5. This SmarTone PRIORITY takes effect within one week from the start date of The Point Gold membership and ends within one week from the expiration date of The Point Gold membership. The validity date of this SmarTone PRIORITY will be based on the SmarTone CARE App. After this SmarTone PRIORITY expired, SmarTone customers will become a SmarTone member with the original expiry date.
6. For any reason which causes termination of The Point Gold membership before its expiry date, this SmarTone PRIORITY will be terminated at the same time and the corresponding Benefits will be forfeited immediately.
7. This SmarTone PRIORITY cannot be transferred to any of account of SmarTone Service Plan.
8. In the event that a The Point member cancels this SmarTone PRIORITY, the corresponding benefits will be forfeited immediately.
9. The offer is subject to availability. SmarTone PRIORITY and its exclusive benefits are subject to terms and conditions. For details, please visit the SmarTone PRIORITY website: <https://www.smartone.com/en/SmarTone-Priority/>. S Rewards Limited reserves the right to revise these terms and conditions at any time without prior notice. S Rewards Limited may change, suspend or terminate the offer without prior notice and shall in no event be liable for any change, suspension or termination of the offer.
10. S Rewards Limited reserve the right to suspend or terminate any SmarTone PRIORITY entitlement to the offer without notice if (a) it is in the opinion of S Rewards Limited providing the offer would cause it to be in breach of any applicable law, requirement of any competent authority or internal policy; (b) The Point member's mobile service with SmarTone has been suspended or otherwise terminated; (c) SmarTone or S Rewards Limited discovers or reasonably suspects that such The Point member might have participated in any illegal, fraudulent, suspicious, deceptive, abusive or unfair behaviours or otherwise breaching the terms and conditions of SmarTone Membership Programme or applicable laws and regulations.

11. SmarTone PRIORITY is a membership tier of SmarTone Membership Programme. SmarTone Membership Programme is a loyalty programme operated by S Rewards Limited. In case of any dispute related to this offer or these terms and conditions, S Rewards Limited reserve the final decision.
12. In the event of any discrepancies between the Chinese and English versions, the English version shall prevail.
13. "SmarTone" refers to SmarTone Mobile Communications Limited.