



American Express “CR7® LIFE Museum Hong Kong” VIP (Pre-opening) Tickets Lucky Draw Promotion (“Promotion”) Terms and Conditions

1. Only American Express Cardmembers who hold Basic and Supplementary Cards of The Platinum Card® or American Express® Peninsula Platinum Card issued in Hong Kong by American Express International, Inc. (**“American Express”**) (**“Eligible Card”**) (**“Eligible Cardmember”**) are eligible to participate in this Promotion.
2. Promotion Period is from May 1, 2025, to May 31, 2025, (both dates inclusive) (**“Promotion Period”**).
3. An Eligible Cardmember who wishes to participate in the Promotion must perform the below eligible transaction(s) with their Eligible Card during the Promotion Period (**“Eligible Transactions”**), shall be entitled to the corresponding Lucky Draw Chance(s) (as defined below) for two (2) “CR7® LIFE Museum Hong Kong” VIP (Pre-opening) tickets. Eligible Cardmembers do not have to register for this Promotion, and there is no limit to the number of Lucky Draw Chance(s) entitled by each Eligible Cardmember. Each Eligible Cardmember is only eligible to win one (1) award during the Promotion Period. Eligible Transactions made by the Supplementary Cardmember will count towards the Basic Cardmember’s account, meaning only the Basic Card of Eligible Cardmember shall be entitled to win the award.

Eligible Transactions	Number of Lucky Draw Chances entitled
Cumulative net spending per HK\$1,000 during the Promotion Period	1 chance

Note: the examples below are for illustrative purposes only.

Example1 : During the Promotion Period, if a cumulative spending of HK\$30,000 is conducted with the Eligible Card, a total of 30 lucky draw chances shall be entitled.

Eligible Transactions	Number of Lucky Draw Chances entitled
Cumulative net spending per HK\$1,000 during the Promotion Period	30 chances
	A total number of lucky draw chances entitled: 30 chances



4. Lucky draw

- a. The lucky draw will be held on June 6, 2025, and conducted randomly by a computer system, and a total of 40 winners will be drawn. The award will be two (2) “CR7® LIFE Museum Hong Kong” VIP (Pre-opening) Tickets (**“VIP Ticket”**), total valued at HK\$8,024 (**“Lucky Draw Award”**).
 - b. The lucky draw results will be announced in The Standard and Sing Tao Daily on June 13, 2025.
 - c. Winners will be notified by telephone within 1 week after the lucky draw announcement date (June 13, 2025). If the winner cannot be reached by telephone, he/she will be considered to have forfeited the right to receive the Lucky Draw Award. VIP Ticket will be mailed via Hong Kong Post registered service on or before June 20, 2025 to the winner’s local correspondence address according to American Express’ record at the time the Lucky Draw Award is to be fulfilled. Winners must maintain their up-to-date and valid personal information (including mobile number and local mail address) with American Express during the Promotion and when the Lucky Draw Award is to be fulfilled. Winners shall notify American Express if they do not receive the Lucky Draw Award by June 27, 2025. All late notifications will not be entertained and that, American Express shall have the right to forfeit a winner’s eligibility. American Express accepts no liability and will not be liable to give the Lucky Draw Award or liable for any compensation.
5. For the avoidance of doubt, below transactions are not eligible for the Promotion:
- a. Any transaction(s) of top up for e-Wallet (including but not limited to Octopus and, WeChat Pay), and
 - b. Any Eligible Transaction(s) which are subsequently canceled, refunded, disputed or unposted.
6. The Lucky Draw Award is not transferable or exchangeable for cash, credit, goods or services.
7. American Express will distribute VIP Tickets to the winning Cardmembers. The event date or entry timeslot awarded to Eligible Cardmembers under this Promotion cannot be changed. VIP Tickets cannot be redeemed for cash, spending credits, goods or services. If the VIP Tickets lost or damaged, it will not be reissued. VIP Ticket is subject to additional terms and conditions, please see the official website of [CR7® LIFE Museum Hong Kong](#) for details.
8. Each VIP Ticket admits one person only. All VIP Tickets that are successfully redeemed are not eligible for transfer, resale or changes. The winner must be the Eligible Cardmember and one of the attendants participating in the event.



9. The winners' Eligible Card accounts must remain valid with good account history with no overdue in the current active account status during the Promotion and when the Lucky Draw Award is to be fulfilled. Otherwise, American Express reserves the right not to offer any Lucky Draw Award to such winners without any prior notice.
10. Only holders of a valid Hong Kong Identity Card are entitled to participate in this Promotion.
11. American Express is not the supplier of the "CR7® LIFE Museum Hong Kong" VIP (Pre-opening) tickets. Any enquiry or complaint for the quality of the products or the services provided relating thereto should be directed to the organizer of the event. American Express shall assume no liability in respect thereof. The organizer is solely responsible for all products, services, consultations and advice offered to American Express Cardmembers.
12. American Express shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss), or for personal injury which is suffered or sustained, as a result of taking or using any of the products/services in relation to the Lucky Draw Award, except for any liability which cannot be excluded by law.
13. In case of any enquiry related to this Promotion, please call the 24-hour enquiry hotline shown at the back of your Card or The Platinum Card service hotline at 2277 2233.
14. In case of any dispute, American Express reserves the right of final decision and shall be resolved by American Express at its absolute discretion.
15. In case of inconsistency between English and Chinese versions, the English version will prevail.

Declaration: American Express reserves the right to publish the winners' name and the last 5 digits of American Express Card account number on the Promotion specific website and newspaper for announcement purpose.

Trade Promotion Competition Licence No.: 59832



「美國運通《CR7® LIFE 香港博物館》(開幕前) VIP 套票」大抽獎推廣優惠(「推廣優惠」)條款及細則

1. 此推廣活動只適用於持有美國運通國際股份有限公司(「美國運通」)在香港簽發的美國運通白金卡或美國運通半島白金卡基本卡及附屬卡(「合資格之美國運通卡」)之美國運通卡會員(「合資格卡會員」)。
2. 推廣活動期為 2025 年 5 月 1 日至 5 月 31 日,包括首尾兩天(「推廣期」)。
3. 如欲參與此推廣,合資格卡會員需於推廣期內以合資格之美國運通卡進行以下合資格交易(「合資格交易」),可獲得 2 張《CR7® LIFE 香港博物館》VIP 套票(開幕前)之相應抽獎機會(定義見下文)。合資格卡會員無須登記此推廣活動,每位合資格卡會員所獲得的抽獎機會不設上限,惟每位參加此推廣活動之合資格卡會員,只可於推廣期內中獎 1 次。附屬卡會員之合資格交易將計入基本卡會員的賬戶,且基本卡之合資格卡會員方具有得獎資格。

合資格交易	抽獎機會(次數)
推廣期內累積消費淨額每滿 HK\$1,000	1 次

註:下列例子只作參考用途。

例子 1:如以合資格卡於推廣期內累積簽賬滿 HK\$30,000,共可獲得 30 次抽獎機會。

合資格交易	所獲得的抽獎機會(次數)
推廣期內累積簽賬淨額每滿 HK\$1,000	30 次
	可獲得之抽獎機會共為 30 次

4. 大抽獎

- a. 抽獎將於 2025 年 6 月 6 日舉行,並將由電腦系統隨機抽出總共 40 名得獎者。每位得獎者可獲得 2 張《CR7® LIFE 香港博物館》VIP 套票(開幕前)(「VIP 套票」),總值 HK\$8,024(「大抽獎之獎賞」)。
- b. 抽獎結果將於 2025 年 6 月 13 日在英文虎報 The Standard 及星島日報公佈。
- c. 得獎者將於抽獎公佈日(2025 年 6 月 13 日)起計 1 個星期內收到電話通知。美國運通若未能以電話通知得獎者,得獎者將有可能被取消得獎資格。VIP 套票將以掛號方式於 2025 年 6 月 20 日或之前,根據美國運通在兌換大抽獎之獎賞時的記錄,郵寄至得獎者的本地通訊地址。得獎者須在推廣期及



大抽獎之獎賞兌換時，向美國運通提供最新且有效的個人資料（包括手機號碼及本地通訊地址）。得獎者如未於 2025 年 6 月 27 日前收到大抽獎之獎賞，得獎者須通知美國運通。任何逾期通知將不獲受理，且美國運通有權取消得獎者之領獎資格。美國運通不承擔任何責任，亦不會承擔提供大抽獎之獎賞的責任或作出任何賠償。

5. 為免產生爭議，以下不屬於合資格交易：
 - a. 任何電子錢包增值之交易（包括但不限於八達通及 WeChat Pay），以及
 - b. 任何取消、退款、有爭議或未誌賬的合資格之消費。
6. 大抽獎之獎賞不可轉讓或兌換現金、消費簽賬額、貨物或服務。
7. 美國運通將會為合資格卡會員分發 VIP 套票。合資格卡會員於此推廣所獲得之 VIP 套票的活動日期或進場時段一律不可更改。VIP 套票不可兌換現金、消費簽賬額、貨物或服務。如 VIP 套票有遺失損壞，恕不補發。VIP 套票受其他條款及細則約束，詳情請參閱 [CR7® LIFE 香港博物館官方網頁](#)。
8. 每張 VIP 套票只限 1 人入場，所有成功換領之 VIP 套票均不可轉讓、出售或更改。得獎者必須為合資格卡會員及其中一位出席賓客。
9. 得獎者必須於推廣活動及領獎期間持有效的合資格之美國運通卡及賬戶記錄並無逾期，否則美國運通有權隨時取消給予任何大抽獎之獎賞而毋須作出任何通知。
10. 是次推廣活動只供持有香港身份證人士參加。
11. 美國運通並非《CR7® LIFE 香港博物館》VIP 套票（開幕前）活動套票之供應商。卡會員如對該產品或服務質素有任何查詢或投訴，請直接與主辦機構聯絡，美國運通恕不承擔任何責任。所有產品、服務、諮詢及建議均由相關主辦機構向卡會員提供並全權負責。
12. 因享用與大抽獎之獎賞的產品或服務（包括但不限於直接或間接）而造成的損失或破壞，或人身傷害，美國運通概不負責，法律規定之責任除外。
13. 如對此推廣活動有任何疑問，請致電卡背面顯示的 24 小時美國運通白金卡會員服務熱線 2277 2233 查詢。
14. 有關此推廣活動之疑問及爭議，概以美國運通之最終決定為準。
15. 本條款及細則之英、中文版本如有任何差別，概以英文版本為準。

聲明：美國運通保留權利於推廣活動網上專頁及報紙刊登得獎者之姓名及美國運通卡賬號最後 5 位數字作抽獎結果公佈用途。



推廣生意的競賽牌照號碼：59832