



Terms & Conditions for The American Express® True Cashback Card MileLion Exclusive Sign Up Promotion - S\$225 Dairy Farm Group Vouchers for New American Express® Card Members

Promotion

1. The American Express® True Cashback Card MileLion Exclusive Sign Up Promotion (the “**Promotion**”) is valid from 18 March 2024 to 31 March 2024, both dates inclusive (the “**Promotion Period**”).
2. To be eligible for this Promotion, Card Members must satisfy all the following criteria:
 - 2.1 Do not hold an existing Basic American Express® Consumer Card at the point of application.
 - 2.2 Do not previously hold a Basic American Express® True Cashback Card that was terminated/closed in the last twelve (12) months prior to the application.
 - 2.3 Apply for the True Cashback Card within the Promotion Period and receive approval by 5 April 2024 (date inclusive).
 - 2.4 Have not already submitted an application for a Basic American Express® True Cashback Card under other promotions.
 - 2.5 Meet the minimum Qualifying Spend (as defined below) on your Eligible Card during the Qualifying Spend Period (as defined below) in accordance with the terms and conditions of the Promotion.
 - 2.6 Submit application through this link: <https://www.americanexpress.com/sg/campaigns/milelion-tcc.html>

Mechanics

3. Card Members need to spend on eligible purchases of goods and services (“**Qualifying Spend**”) within the first month upon Card approval (“**Qualifying Spend Period**”) to receive the Gift.
4. Eligible Card Members must fulfil the following criteria to receive the respective Dairy Farm Group Vouchers in the table below.

Gift	Criteria
S\$225 Dairy Farm Group vouchers	Spend S\$500 of Qualifying Spend within Qualifying Spend Period

5. Spend made by Supplementary Card Member(s) will be taken into consideration in the calculation of the S\$500 Qualifying Spend.
6. If the Qualifying Spend is subsequently not met due to cancelled or refunded transactions, the Gift will be clawed back from the Card Member’s Account.



General

7. If the Card Member who was issued the Gift ceases to be a Card Member for any reason within six (6) months from date of Card approval, the value of the Gift will be charged to the Card Member's Account.
8. Card Members will not be eligible to the Welcome Offer stated on: < <https://www.americanexpress.com/sg/credit-cards/true-cashback-card/>>
9. For non-eligible spend, please visit go.amex.sg/exclusions for full list of non-eligible purchases or transactions, which is non-exhaustive and is subject to changes from time to time.
10. Card Member Account must be in good standing and not cancelled for any reason to qualify for the Gift.
11. Eligible Card Member will receive a redemption letter via email or mail approximately ten (10) weeks from the date they meet the Qualifying Spend. The redemption letter will contain details on how to redeem the Dairy Farm Group Vouchers.
12. No expedite request will be allowed/entertained.
13. The Gift is strictly not transferrable or exchangeable for cash.
14. The Gift must be redeemed by the date stated in the redemption letter. Gift not redeemed within the redemption period will be forfeited, and no extension of redemption period will be granted.
15. Each Gift can only be redeemed once. If the Card Member redeems more than once or makes duplicate redemptions, the retail price of the additional Vouchers will be charged to the Card Member's Account. In the event of our suspicion of illegal activities in connection with the Gift, including without limitation fraud or an attempt at deception, we are entitled to report such activity to the relevant authorities.
16. The Promotion shall not apply in conjunction with other promotional programs, offers, discount cards, vouchers, or VIP privileges, unless otherwise stated.
17. The Dairy Farm Group vouchers can be used across the following brands under the Dairy Farm Group (Giant, Cold Storage, Jasons, Market Place, Guardian, and 7-Eleven). Dairy Farm Group vouchers terms and conditions apply that are subject to change as per the discretion of Dairy Farm Group.
18. American Express International Inc. Singapore reserves the right at any time to withdraw or substitute the Gift with other Gift(s) without prior notice and without assigning any reason. In the event of any disputes arising from this Promotion, the decision of American Express International Inc. shall be final.
19. Information is correct at the time of publication, March 2024.