

**TERMS & CONDITIONS**  
**HSBC LIVE+ Spend and Redeem Campaign @ 1 Utama Shopping Centre (“Campaign”)**

**CAMPAIGN PERIOD**

1. HSBC Bank Malaysia Berhad (Registration No. 198401015221 (127776-V)) (“**HSBC Bank**”) and HSBC Amanah Malaysia Berhad (Registration No. 200801006421 (807705-X)) (“**HSBC Amanah**”) (collectively as “**HSBC**”).
2. “**Campaign Period**” runs from **9 August 2024 to 30 September 2024**, both dates inclusive.

**PARTICIPATION & ELIGIBILITY**

3. This Campaign is open to all HSBC Bank/HSBC Amanah and non-HSBC credit card/-i(s) (“**Participating Credit Card/-i(s)**”) cardholders (“**Eligible Cardholders**”).
4. By participating in this Campaign, the Eligible Cardholders hereby expressly agree to be bound by these Terms & Conditions.
5. a. To participate in this Campaign, Eligible Cardholders are required to meet the Minimum Spend Amount using their Participating Credit Card/-i with a maximum of 2 (two) combined receipts dated on the same day at any Retail Outlets in 1 Utama Shopping Centre [except those excluded in Clause 5(b) below during the Campaign Period (“Spend Criteria”)] to be entitled to the Gift Redemption items, as set out in Table A below.
  - b. For avoidance of doubt, Retail Outlets excludes purchases from *push carts, car wash, banks, money changers, food courts, medical centre, dental centre, bills, insurance/bill payment counters, credit top up (any platforms), online purchase, deposit payments/partial payments, payment with vouchers (including cash vouchers), payment with store credit, manual receipts*

**Table A: Spend Criteria**

Tier	Gift Redemption items	Minimum Spend Amount (maximum of 2 (two) combined receipts)			Gift Units Per Day	Total Gift Units throughout this Campaign
		HSBC Bank/HSBC Amanah Premier Credit card/-i	HSBC Bank /HSBC Amanah Credit Card/-i	Non-HSBC Credit Card/-i		
1	Baskin-Robbins Kids Scoop x 2	RM250	RM300	RM500	100	5300
2	Luminarc Dona Jug or Luminarc Purebox Putina 1040ml	RM500	RM550	RM800	50	2650

6. All Gift Redemption(s) are to be made at the event area at the HSBC Booth, 1 Utama Shopping Centre from 10am to 10pm daily (“**HSBC Gift Redemption Booth**”).
7. Each Eligible Cardholder is limited to maximum 1 (one) unit of Gift per day.

**GIFTS**

8. The Gift Redemption items are subject to availability on a first come, first served basis, while stock last. HSBC Bank is the sole provider of the Gifts in this Campaign.
9. Eligible Cardholders who meet the Spend Criteria must present their Participating Credit Card/-i, the original receipt(s) and card transaction slip at the HSBC Gift Redemption booth on the same day of purchase or date of receipt. For avoidance of doubt, only Eligible Cardholders can perform the Gift Redemption. Any Gift

Redemption made on behalf of the Eligible Cardholder will not be entertained. HSBC may make inquiry during the Gift Redemption for identity verification purposes.

10. The Gifts on any printed marketing materials are for illustrative purpose only. The Gift Redemption item(s) are given as it is basis, and in any colour that is available (if applicable).
11. The Gift Redemption item(s) is not transferable and CANNOT be exchanged for cash, credit or in kind. HSBC reserves the right to substitute the Gift with any other item of similar value at any time.
12. Tenants and licensees of 1 Utama Shopping Centre and their employees are strictly prohibited from redeeming the Gift Redemption items on behalf of the Eligible Cardholder(s).
13. Baskin-Robbins and Luminarc is not a participant or sponsor of this Campaign. The trade name and logo of Baskin-Robbins and Luminarc are trademarks belonging to the relevant entity. We are not in any way endorsing, sanctioning, approving, or supporting the use of any brand or merchandise sold by Baskin-Robbins or Luminarc. Any query and/or dispute on the usage of the Gift must be directed to and be resolved directly with Baskin-Robbins or Luminarc.

## **GENERAL TERMS AND CONDITIONS**

14. By participating in this Campaign, Eligible Cardholders agree and consent for his/her personal data (i.e. name, email address and mobile number) being collected, processed, used and disclosed by HSBC:
  - a. for the sole purpose of running this Campaign; and
  - b. to HSBC's authorised service provider for the fulfilment of Gifts.
15. HSBC reserves the right to determine at its discretion all matters arising out of or in connection with this Campaign, including eligibility of the participants to participate in this Campaign; and/or eligibility of the participants to receive the Gifts under this Campaign.
16. HSBC reserves the right to amend the Terms & Conditions and cancel this Campaign if necessary, with 3 days' prior notice.
17. HSBC may communicate and provide notice in relation to this Campaign via:
  - a. Instagram Post and/or Story on the HSBC's social media platform;
  - b. press advertisements;
  - c. display at HSBC business premises or at the event space; or
  - d. notice on HSBC website at [www.hsbc.com.my](http://www.hsbc.com.my).where such notices shall be deemed to be effective immediately on and from the 4<sup>th</sup> day after its delivery/publication/display/post as per the manner described herein.
18. HSBC shall not be responsible for any loss or damage arising from or in connection to this Campaign save and except for any individual or Eligible Cardholder's loss or damage suffered or incurred as a direct result of HSBC's gross negligence.
19. HSBC shall not be liable for any default due to any act of God or any event beyond reasonable control of HSBC.
20. Eligible Cardholders shall be personally responsible for all applicable taxes in relation to this Campaign.
21. HSBC's decision on all matters relating to this Campaign shall be final and binding.