

HMA PRIVILEGE® Terms & Conditions

Please read these terms of use for HMA PRIVILEGE® Rewards PROGRAM (Thailand) carefully. By accessing or using this promotional program, you agree to be bound by the terms described herein and all terms incorporated by reference. If you do not agree to all these terms, we advise against participating in the program.

These Terms of Use apply to your access to, and participation in, HMA PRIVILEGE® Rewards program which is operated by Hospitality Management Asia Co., Ltd (“HMA”). These Terms of Use do not alter in any way the terms or conditions of any other agreement you may have with HMA for products, services or otherwise. HMA reserves the right to change, modify and/or eliminate the HMA PRIVILEGE® Rewards program and/or these Terms of Use or any policy, FAQ, or guideline pertaining to HMA PRIVILEGE® Rewards at any time and its sole discretion. Any changes or modifications will be effective immediately upon posting the revisions to www.hmgtasia.net, and waive any right you may have to receive specific notice of such changes or modifications. Your participation in the HMA PRIVILEGE® Rewards confirms your acceptance of these Terms of Use and any such changes or modifications; therefore, you should review these Terms of Use and applicable policies and FAQs frequently to understand the terms and conditions that apply to HMA PRIVILEGE® Rewards. If you do not agree to the Terms of Use, you must stop participating in the HMA PRIVILEGE® Rewards.

The program may only be used by individuals aged twenty (20) years or older. If the User is under the age of twenty (20) years, User should review these Terms with User’s parent or guardian to make sure the User and User’s parent or guardian understand them.

HMA PRIVILEGE® Rewards Program Overview

The HMA PRIVILEGE® Rewards program is one way in which HMA endeavors to reward and thank loyal customers for patronizing HMA restaurants. To enroll in the HMA PRIVILEGE® Rewards and receive program benefits, you will first need to download the LINE APP and add @hmagroup to your mobile phone device (Android or IOS) or press [this link](#) and register for an HMA PRIVILEGE Card.

In these Terms of Use, “Activation” means that you have registered with your mobile phone. The term “HMA PRIVILEGE Card” refers to an HMA PRIVILEGE Card that may be activated in Thailand only, and the term “registered HMA PRIVILEGE Card” refers to

an HMA PRIVILEGE Card that has been activated in Thailand and registered to your HMA PRIVILEGE Card account at www.hmgtasia.net or via LINE Application.

The registration process may require that you provide certain personal information using the online registration form, including username or e-mail address, password, birthdate, first and last name, address, mobile number, and marketing preferences (optional).

HMA PRIVILEGE® Rewards benefits are determined based on the amount of Thai Baht Spent” at HMA Bangkok & Pattaya venues and the number of “Points” that you earn through your spending. The amount of points earned with your registered HMA PRIVILEGE Card in participating HMA PRIVILEGE stores in Bangkok & Pattaya venues is as follows. The customer will receive one hundred (100) points for each THB 100 spent with your registered HMA PRIVILEGE Card, except during limited time promotions when HMA PRIVILEGE may offer a “Bonus” on featured products and/or services (f.e. Double points on birthday).

(Example: Your bill is THB 1,234; you will receive 1,200 points)

Points are for promotional purposes only and may in some cases be exchanged in dining credit or rewards. You can use any registered HMA PRIVILEGE Card registered at www.hmgtasia.net or LINE Application to earn for your spending. Please note that your spending will only be calculated, and points accumulated under the same HMA PRIVILEGE Card account. Points, qualified purchases, benefits, and rewards may not be shared with or transferred to another HMA PRIVILEGE Card account.

Currently, there are four (4) tiers in the HMA PRIVILEGE® Rewards program which are determined by the amount of spending that you have accumulated in your account: *Ivory*, *Gold*, *Platinum*, *Black Elite*. By opening an account, activating and registering an HMA PRIVILEGE Card, you will be automatically enrolled in HMA PRIVILEGE® Rewards at the *Ivory* Tier. To move up, you must reach a certain amount of Thai Baht spent each year:

Once you reach a specific tier within the HMA PRIVILEGE® Rewards program, you will receive applicable benefits to said tier. You must continue to accumulate spending in order to maintain your tier as follows:

Ivory Status: Granted upon registration, no minimum spend required..

Gold Status: Spend at least THB 30,000 in a 12-month period.

Platinum Status: Spend at least THB 50,000 in a 12-month period.

Black Elite Status: Spend at least THB 100,000 in a 12-month period.

HMA PRIVILEGE ®Rewards

Membership Overview

To obtain the Ivory tier, you only need to register your activated HMA PRIVILEGE Card o maintain all benefits of the Ivory Status. There is no minimum spending required to join this tier. Please note that your accumulated spending of each Tier will only be valid for a twelve (12) month period from the date when you reach the particular tier. Your points that are earned through spending do not expire and can be used to redeem rewards.

Example: If you activate your HMA PRIVILEGE Card at a participating HMA PRIVILEGE location (Bangkok & Pattaya only) on February 16, 2025, by registering through our LINE application, you will be eligible to start collecting points.

If you spend thirty thousand (30,000) Thai Baht by October 15, 2025, you will advance to Gold Tier, granting you access to all benefits associated with that tier. Your Gold Status will remain valid until October 14, 2026.

To maintain Gold Tier beyond this period, you must spend thirty thousand (30,000) Thai Baht by October 15, 2027. If this spending requirement is not met, your membership will be downgraded to Ivory Tier.

IVORY Tier

When you register an account and activate your HMA PRIVILEGE Card, you are automatically entered into the Ivory Tier. Benefits include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to 7 days before/after your birthday). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**

After the 12-month period, if you have not been promoted you will remain at Ivory Tier.

GOLD Tier

After spending minimum thirty thousand baht (THB 30,000) in a 12-month period, you will be promoted to the Gold Tier, and your point balance is maintained. Once you have reached Gold Tier, you will be awarded all benefits of the tier for the 12 months on the day you are promoted. Benefits include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to 7 days before/after your birthday). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**
- THB 1,000 Dining Credit. **(Once per year)**
- Birthday Dessert Platter – 3 desserts of your choice. **(Once per year)**

After the 12-month period, if you have not been promoted again, you will have to spend at least thirty thousand baht (THB 30,000) to maintain the Gold Tier, or you will be demoted to the Ivory Tier.

PLATINUM Tier

After reaching Gold Tier, you will need to spend an additional fifty thousand baht (THB 50,000) within a 12-month period to be upgraded to Platinum Tier. Once you have reached Platinum Tier, you will be awarded all benefits of the tier for 12 months on the day you are promoted. The benefits for Platinum Tier include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to 7 days before/after your birthday). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**
- Birthday Dessert Platter – 3 desserts of your choice. **(Once per year)**
- THB 2,500 Dining Credit. **(Once per year)**
- Free dessert on every visit (THB 1,500 minimum spend) **(Unlimited)**
- Complimentary glass of sparkling wine (maximum of 6 glasses - 1 per guest) **(Unlimited)**

After the 12-month period, if you have not been promoted again you will have to spend at least fifty thousand baht (THB 50,000) to maintain in the Platinum Tier, or you will be demoted to the Gold Tier. If you spend less than thirty thousand (THB 30,000), you will be demoted to the Ivory Tier.

BLACK ELITE Tier

After reaching the Platinum Tier, you will need to spend an additional hundred thousand baht (THB 100,000) within a 12-month period to be upgraded to Black Elite Tier. Once you have reached the Black Elite Tier, you will be awarded all benefits of the tier for 12 months on the day you are promoted. The benefits for Black Elite Tier include:

- Sign-up bonus: 1,000 points or a free dessert of your choice. **(One time use)**
- Double Points on your birthday (up to 7 days before/after your birthday). You need to provide on that day the proof of your birth date (ID/Passport etc...). **(Once per year)**
- Birthday Dessert Platter – 3 desserts of your choice. **(Once per year)**
- Free dessert on every visit (THB 1,500 minimum spend). **(Unlimited)**
- Complimentary glass of sparkling wine (maximum of 6 glasses - 1 per guest). **(Unlimited)**
- Exclusive offering of 20,000 points. **(One time use)**
- Bottle of Champagne offered (Breton & Fils or equivalent). **(One time use)**
- THB 5,000 Dining Credit. **(Once per year)**

After the 12-month period, you will have to spend at least one hundred thousand baht (THB 100,000) to maintain your Black Elite Tier, or you will be demoted to the Platinum Tier. If you spend less than fifty thousand baht (THB 50,000), you will be demoted to the Gold Tier, and if you spend less than thirty thousand baht (THB 30,000) you will be demoted to the Ivory Tier.

MISCELLANEOUS

Only one (1) Reward can be redeemed per bill. However, rewards may be combined with all Privileges to which the customer is entitled, including Dining Credit vouchers.

There are no membership fees associated with HMA PRIVILEGE® Rewards. Points accumulated under the program have no cash value but dining credit value.

HMA PRIVILEGE may introduce promotion programs relating to HMA PRIVILEGE® Rewards whereby these Terms of Use may be varied as applicable to such programs.

By utilizing the services, you hereby consent to receiving communications from Hospitality Management Asia for the purpose of offering and marketing our sites, products and services.

Your points, benefits, registered HMA PRIVILEGE Card(s), and your account under the HMA PRIVILEGE® Rewards program are personal to you and may not be sold, transferred or assigned to, or shared with family, friends or others.

Points can only be credited once per each individual bill and can not be split across the bill.

If you do not present your HMA PRIVILEGE Card or phone number at the time of payment, points may be retroactively credited for up to fifteen (15) days from the transaction date. To request retroactive credit, you must provide a valid receipt from the participating restaurant.

Points can not be earned with promotions, discounts, offers and/or vouchers that are not part of the HMA PRIVILEGE® Rewards such as Megatix and offers in collaboration with local organizations including banks or shopping malls.

HMA PRIVILEGE reserves the right to terminate your account and/or your participation in HMA PRIVILEGE® Rewards if HMA PRIVILEGE determines in its sole discretion that you have violated these Terms of Use, or that the use of your account is unauthorized, fraudulent or otherwise unlawful.

HMA PRIVILEGE also reserves the right to “unregister”, and make ineligible for the HMA PRIVILEGE® Rewards program, any HMA PRIVILEGE Card that has been inactive for two (2) consecutive years. Inactive is defined as no purchase activity.

In case of any conflict between the provisions of the English version of these Terms of Use and those of any other language version, the English version will prevail.



HMA PRIVILEGE reserves the right to terminate, modify, discontinue, or cancel the HMA PRIVILEGE® Rewards program at any time and at its sole discretion by posting the revisions to www.hmgtasia.net without prior notice.