

## **"Fashion Walk X Brunch Brother "BRUNCH" into the New Year" Terms and Conditions**

1. This promotional / redemption event (the "**Event**") is organized and operated under and part of the "hello Hang Lung Malls Rewards Program (hello 恒隆商場獎賞計劃)" (the "**hello Program**"), an integrated membership program managed and operated by Hang Lung Real Estate Agency Limited ("**HLREAL**") (by itself and for and on behalf of Hang Lung Properties Limited), which covers **Fashion Walk** which is situated at Great George Street, Paterson Street, Cleveland Street and Kingston Street, Causeway Bay, Hong Kong (the "**Participating Hang Lung Mall**").
2. The Event is held during the period from January 1, 2026 to March 3, 2026 (both days inclusive) (the "**Promotion Period**").
3. The terms and conditions (the "**hello Program T&C**") of the hello Program which can be accessed via the "Hang Lung Malls App (恒隆商場手機應用程式)" (the "**Hang Lung Malls App**"), the "香港 hello 恒隆商場獎賞計劃 WeChat Mini Program" (the "**hello WeChat Mini Program**") or at [www.hanglungmalls.com/en/tnc](http://www.hanglungmalls.com/en/tnc) apply to the Event, save that in the event of any discrepancy or inconsistency between the hello Program T&C and these Terms and Conditions, the latter shall prevail. Unless otherwise defined, capitalized terms defined in the hello Program T&C shall have the same meanings when used in these Terms and Conditions.
4. **The Event**

### **Event Mechanism**

During the Promotion Period, upon conducting and successfully registering in accordance with the hello Program T&C Eligible Transaction(s) (as defined in the hello Program T&C) of designated single spending or designated accumulated spending at Participating Merchant(s) located at the Participating Hang Lung Mall, a Member can redeem designated rewards in the following manner:

Redemption Location: Concierge Counter, G/F, Fashion Walk

Redemption Time: 10am-10pm

<b>Rewards</b>	<b>Period</b>	<b>Method</b>	<b>Applicable Categories</b>	<b>Quota</b>
"Power Up" Card (random style)	Jan 1 to Mar 3	Single electronic spending of HK\$100 or above	ALL	5,000
"Snapshot Booth" Experience	Jan 1 to Mar 3	Single electronic spending of HK\$300 or above	ALL	1,000
"BRUNCH BROTHER" Red Packet Set	Jan 1 to Feb 15	Single electronic spending of HK\$800 or above	<ul style="list-style-type: none"><li>• "Fashion &amp; Accessories"</li><li>• "Food &amp; Beverage"</li><li>• "Jewelry &amp; Watches"</li><li>• "Personal Care &amp; Beauty"</li></ul>	900
"BRUNCH TOAST" / "BRUNCH DUCK" Tote Bag with Style Cover (random style)	Jan 26 to Mar 3	Accumulated electronic spending of HK\$1,800 or above*	<ul style="list-style-type: none"><li>• "Fashion &amp; Accessories"</li><li>• "Food &amp; Beverage"</li><li>• "Jewelry &amp; Watches"</li><li>• "Personal Care &amp; Beauty"</li></ul>	900

"BRUNCH TOAST" Crossbody Bag	Jan 1 to Mar 3	Accumulated electronic spending of HK\$2,500 or above*	<ul style="list-style-type: none"> <li>• "Fashion &amp; Accessories",</li> <li>• "Food &amp; Beverage",</li> <li>• "Jewelry &amp; Watches" and</li> <li>• "Personal Care &amp; Beauty"</li> </ul>	600
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\* A maximum of three (3) same-day sales receipts from different merchants, with a net transaction amount of HK\$100 or above each, will be accepted.

Each Member is entitled to redeem a maximum of four (4) "Power Up" Cards, three (3) "Snapshot Booth" Experience, two (2) "BRUNCH BROTHER" Red Packet Sets, two (2) "BRUNCH TOAST" / "BRUNCH DUCK" Tote Bags with Style Cover and two (2) "BRUNCH TOAST" Crossbody Bags from this Event. Quotas apply and are available on a first-come, first-served basis while stocks last.

- (i) This Event is applicable to hello members only. Participant and spender must be the hello member himself/herself. Any spending not belonging to the hello member cannot be used for registering hello points and participating in this Event.
- (ii) To participate in this Event, the Eligible Transaction(s) must be conducted at or after 00:00am on the day of redemption of the rewards and no later than 30 minutes before the end of the redemption time at the designated Concierge Counter. No retrospective arrangements can be made.
- (iii) Participating Merchants from all categories and Participating Merchants from the Fashion & Accessories (F&A), Food and Beverage (F&B), Jewelry & Watches (J&W) and Personal Care and Beauty (PCB) categories located at the Participating Hang Lung Mall are listed out at the Hang Lung Malls App, the hello WeChat Mini Program and at <https://www.hanglungmalls.com/en/fashion-walk>. The list of Participating Merchants shall be subject to change from time to time at the absolute and sole discretion of HLREAL without prior notice.
- (iv) Eligible Transactions can also be conducted by Members with the benefits of other shopping privileges, including but not limited to those under "Free Parking offer".

5. HLREAL may stamp all sales receipts, electronic payment slips and other documents which are presented in person. All sales receipts, electronic payment slips and other documents which have been presented in person (whether stamped or not) or uploaded through the Hang Lung Malls App or the hello WeChat Mini Program for registering Registered Spending (as defined in the hello Program T&C), earning hello Points and/or participating in the Event can be used once only and will not be accepted again for the same purpose, unless otherwise stated.
6. Split payment receipts will not be accepted. Payment receipts issued by the same merchant for the same goods and services cannot be split into more than one (1) sales receipt and/or electronic payment slip. Therefore, the transaction amount on the sales receipts and the corresponding electronic payment slips must be the same.
7. If an Eligible Transaction is paid by installments, only the transaction in respect of the first installment and which is listed as fully paid on the merchant machine-printed invoice will entitle the Member to participate in the Event. For transactions that involve deposit, only the value of the deposit on the transaction day instead of the total spending amount will be counted for the spending amount for the purpose of registering the Registered Spending. Presentation of the original copies of merchant machine-printed invoices and electronic payment slips of the deposit

is required at redemption for verification.

8. All coupons / certificates / vouchers / rewards (electronic, digital or otherwise) to be granted or offered under the Event shall not be varied, returned, replaced, cancelled, transferred, resold, refunded or exchanged for cash or discount or other products.
9. HLREAL reserves the absolute right to suspend, vary or cancel any benefits, gifts, discounts, offers, privileges, promotions, rewards, services and the like (collectively, the "**Benefits**") to be granted or offered under the Event, or to shorten or lengthen the Promotion Period, at any time without any prior notice.
10. HLREAL may record the Event for marketing and promotional purposes and any other purposes it deems fit. Photos, videos, audio-records and any other types of medium taken of customers/Members (whether they participate in the Event or not and whether edited and with or without other persons or not) (collectively, the "**Materials**") by or for and on behalf of HLREAL may be used, presented, published and disseminated in or through publications, newspapers, magazines, radio and television broadcasts, websites, mobile applications, emails, outdoor advertisements or any other types of medium by HLREAL and/or third parties as authorized by HLREAL and may be transferred by HLREAL to any other third party it deems fit for the aforementioned purposes, without the payment of any remuneration, royalty payments or any fees to such customers/Members. HLREAL has the absolute right to use the Materials. All intellectual property rights and proprietary rights of the Materials shall at all times be wholly and absolutely owned by HLREAL and/or third parties as directed by HLREAL. Such customers/Members are deemed to agree, confirm, warrant and undertake that they shall wholly waive and forever abandon all rights to pursue and be estopped from pursuing any action, claim, right, demand and set-off against HLREAL arising out of, or in connection with, the use of the Materials in accordance with this Section 10, whether in contract, tort, at common law, in equity, under statute or otherwise, in whatsoever jurisdiction.
11. Unless any Benefits are expressly and specifically stated to be supplied / provided / manufactured by HLREAL, the Benefits are not supplied / provided / manufactured by HLREAL. HLREAL does not in any way warrant the quality and condition of or any other matters in connection with such Benefits (including but not limited to fitness for any purpose) and shall not be held liable for the same. To the extent permitted under applicable laws, HLREAL shall not be held legally liable for any direct or indirect claims, demands, costs, charges, expenses, losses, damages and compensations arising out of or relating to such Benefits (including but not limited to the loss of Benefits due to the deletion of the Hang Lung Malls App or the hello WeChat Mini Program, the termination of a Member's Membership, the change of contact details of a Member, the use of such Benefits by mistake, network or device failures or problems, technical errors or any other reason) and the Event. In case of any disputes in relation to such Benefits, the customer/Member should contact the relevant Participating Merchant or supplier of such Benefits directly.
12. HLREAL expressly welcomes its employees and staff members and its associated companies' employees and staff members (collectively, the "**Staff**" and together with the Staff's immediate family members, the "**Associated Persons**") and their respective immediate family members to join as Members and participate in the hello Program and the Event. HLREAL may at its sole and absolute discretion and at any time amend this Section 12 and deny the Associated Persons the right to join as Members and participate in the hello Program and the Event.

13. HLREAL may at its sole and absolute discretion determine a customer's/Member's eligibility to receive any Benefits.
14. HLREAL may at its sole and absolute discretion and at any time amend these Terms and Conditions or any aspect of the Event and/or withdraw or terminate the Event and/or its Benefits without prior notice. If there are any changes, the updated version containing such changes will be effective immediately. Your continued participation in the Event after any changes to these Terms and Conditions will constitute your acceptance of such changes. If you do not agree with any changes or additions HLREAL makes, please stop participating in the Event immediately.
15. In case of any dispute regarding the Event or these Terms and Conditions, HLREAL reserves the absolute right to make the final decision and the decision of HLREAL shall be final and conclusive.
16. By participating in the Event, customers/Members are deemed to have read, accepted and agreed to comply with these Terms and Conditions and accepted that HLREAL is entitled to the rights set out in these Terms and Conditions. In case of any breach of these Terms and Conditions, or HLREAL suspects that dishonest or fraudulent conduct and/or acts have been committed by a customer/Member (including but not limited to using or abetting others to use inappropriate methods to affect, cause technical problems or disorder to, damage, interfere, interrupt or jeopardize the operation or any aspect of the Event or the hello Program), HLREAL has the sole and absolute discretion to immediately revoke the customer/Member's entitlement to any Benefits, demand and recover from any customer/Member the Benefits redeemed or equivalent value in cash, claim against the customer/Member for any damages and/or losses arising from or in connection with the above and pursue any legal action, without any prior notice.
17. Due to unforeseen circumstances, force majeure events and/or circumstances not under the control of HLREAL, including, without limitation, acts of God, earthquakes, fires, floods, wars, civil or military disturbances, acts of terrorism, sabotage, strikes, epidemics, riots, power failures and computer or other technical failure, HLREAL may at its sole and absolute discretion and at any time amend these Terms and Conditions or any aspect of the Event and/or withdraw or terminate the Event and/or its Benefits without prior notice. HLREAL accepts no liability for the aforementioned amendments, withdrawal and/or termination.
18. No person other than the customer/Member who participates in the Event, HLREAL and its related or affiliated companies will have any right under the Contracts (Rights of Third Parties) Ordinance to enforce or enjoy the benefit of any of the provisions of these Terms and Conditions.
19. In case of discrepancies or inconsistencies between the English and Chinese versions of these Terms and Conditions, the English version shall prevail.
20. These Terms and Conditions are governed by the laws of the Hong Kong Special Administrative Region and the Hong Kong courts shall have exclusive jurisdiction if any dispute arises.

## 「Fashion Walk X Brunch Brother 潮玩新春」活動條款及細則

- 是次推廣 / 兌換活動 (下稱「活動」) 乃根據 hello 恒隆商場獎賞計劃 (下稱「hello 計劃」) 發出並由恒隆地產代理有限公司 (由其本身及代表恒隆物業有限公司) 管理及運作的綜合會員計劃之活動。由恒隆房地產代理有限公司 (本身以及代表恒隆地產有限公司) (下稱「恒隆」) 經營，其涵蓋範圍包括位於銅鑼灣記利佐治街 / 百德新街 / 加寧街 / 京士頓街的 **Fashion Walk** (下稱「參與恒隆商場」)。
- 此推廣活動於 2026年1月1日至2026年3月 3日 (包括首尾兩天) 期間 (下稱「活動期間」) 舉行。
- 恒隆商場手機應用程式 (下稱「恒隆商場App」)、香港hello恒隆商場獎賞計劃微信小程序 (下稱「hello微信小程序」) 或 <https://www.hanglungmalls.com/tnc> 上的hello恒隆商場獎賞計劃條款及細則 (下稱「hello計劃條款及細則」) 同樣適用於是次活動，如hello計劃條款及細則與本活動條款及細則之間存有任何詮釋差異或不一致，則以本活動條款及細則為準。除非另有定義，否則當hello計劃條款及細則中定義的術語被使用在此條款及細則時具有相同含義。

### 4. 活動詳情

#### 換領獎賞

於活動期間，hello 會員於參與恒隆商場之參與商戶以電子消費進行合資格交易 (定義見hello計劃條款及細則，並須根據 hello 計劃條款及細則成功登記該筆消費) 單一消費或累積消費滿以下指定金額，即可獲贈以下指定獎賞。

換領地點：Fashion Walk 地下賓客服務台

換領時間：10am-10pm

獎賞	時段	方法	參與商戶類別	名額
「外置充電」小卡 (款式隨機)	1月1日至3月3日	單一電子消費滿 HK\$100或以上	所有	5,000
「自拍亭」體驗	1月1日至3月3日	單一電子消費滿 HK\$300或以上	所有	1,000
「早午餐兄弟」利是封套裝	1月1日至2月15日	單一電子消費滿 HK\$800或以上	<ul style="list-style-type: none"><li>時尚及飾物</li><li>餐飲</li><li>珠寶鐘錶</li><li>個人護理及美容</li></ul>	900
「吐司大哥」 / 「小黃鴨」環保袋連造型套 (款式隨機)	1月26日至3月3日	累積電子消費滿 HK\$1,800或以上*	<ul style="list-style-type: none"><li>時尚及飾物</li><li>餐飲</li><li>珠寶鐘錶</li><li>個人護理及美容</li></ul>	900
「吐司大哥」斜揹袋	1月1日至3月3日	累積電子消費滿 HK\$2,500或以上*	<ul style="list-style-type: none"><li>時尚及飾物</li><li>餐飲</li><li>珠寶鐘錶</li><li>個人護理及美容</li></ul>	600

\* 最多累積三(3)套不同商戶的即日單據，每套單據淨交易金額滿HK\$100或以上。

每位會員於活動期間最多可換領四張「外置充電」小卡、三次「自拍亭」體驗、兩套「早午餐兄弟」利是封套裝、兩個「吐司大哥」 / 「小黃鴨」環保袋連造型套及一個「吐司大哥」斜揹袋。名額有限，先到先得，換完即止。

- (i) 活動只限hello會員參與。參加者及消費者必須為hello會員本人，任何不屬於該hello會員之消費均不可登記hello積分及參與此活動。
- (ii) 為參與本活動，合資格交易必須於換領當日凌晨12時後進行，並且須於指定賓客服務台換領時間結束前30分鐘完成，過後恕不受理。
- (iii) 參與恒隆商場的所有商戶名單以及時尚及飾物、餐飲、珠寶鐘錶及個人護理及美容類別的商戶名單請參閱恒隆商場 App 及 hello 微信小程序及參與恒隆商場官方網站 (<https://www.hanglungmalls.com/fashion-walk>)，該名單將會不定時進行更新，恒隆擁有絕對的酌情權進行更新，而不會另行通知。
- (iv) 已獲成功批核之消費單據可同時參與其他推廣活動，包括但不限於「泊車優惠」等。

5. 恒隆可能會對親自出示的銷售收據、相應的電子簽賬單及其他相應的文件進行蓋章。所有親自出示的銷售收據、電子簽賬單及其他相應的文件（不論是否已蓋章）或透過恒隆商場 App 或hello微信小程序上傳已登記消費（定義見hello 計劃條款及細則）、賺取hello積分及/或參與活動，均只可用作登記一次，不能重覆使用。

6. 分拆的付款收據將不被接受。同一商戶為同一商品和服務簽發的付款收據不能分割成一（1）張以上的銷售收據和 / 或電子付款單。因此，銷售收據上的交易金額和相應的電子付款單上的交易金額必須相同。

7. 任何消費如由商戶提供分期付款，而第一期付款的消費額達指定金額且在商家機器印刷的發票上標示為已付款的交易，該消費只可於消費當日領取及享受優惠。在支付每期分期付款時將不能用作換領、領取或享受優惠。涉及押金的交易，只會計算交易當天的押金金額，而不是總消費金額，以此來計算登記消費金額。領取時需要出示商家機器印刷的發票原件及押金的電子支付收據，以供核實。

8. 活動中換領的電子券或實體禮券 / 兌換券 / 優惠券 / 獎賞均不可更改、退回、退換、退還、取消、轉讓、轉售或兌換現金、折扣或其他物品。

9. 恒隆保留權利隨時暫停、更改或撤銷任何推廣/兌換活動中的的權益、禮品、折扣、優惠、特權、促銷、獎勵、服務等（統稱「獎賞」），或縮短或延長活動期間的權利，恕不另行通知。

10. 恒隆可因應活動推廣用途及其認為合適的其他目的記錄活動。由恒隆或由恒隆授權第三方代表恒隆拍攝顧客 / 會員是次活動之相片、影片、影像及和任何其他類型的媒體（不論該顧客 / 會員是否參加活動、是否經過編輯、是否有其他人參與）（統稱「材料」）在出版刊物、報章、雜誌、電台、電視、網站、手機應用程式、電郵、戶外廣告或於任何媒體平台使用、發佈、出版或散播。恒隆亦可將是次活動之材料分享給其認為適合上述目的第三方使用，而無需向顧客 / 會員支付任何報酬、肖像使用費或任何其他費用。恒隆擁有是次活動之材料的絕對使用權。是次活動之材料的所有知識產權和其他相關權利由恒隆和 / 或恒隆授權的第三方完全和絕對擁有。顧客 / 會員參與此活動會被視為同意、確認、保證並承諾他們將完全放棄並永久放棄追究和被阻止追究因恒隆引起的任何訴訟、索賠、權利、要求和抵消的所有權利，或與根據此條款10內文提及的活動之材料使用有關，無論是在合同、侵權、普通法、衡平法、成文法或其他方面的任何司法管轄法則。

11. 除非任何獎賞明確且具體地聲明由恒隆供應 / 提供 / 製造，該獎賞的並不是由恒隆供應 / 提供 / 製造。恒隆對商戶提供或從其購買的的禮品、產品或服務的質素及任何其他事宜（包括但不限於適用性）概不作出任何保證，亦不會負上任何責任。在法律准許的情況下，恒隆將免除一切有關是次活動所構成之法律責任及申索或賠償（包括但不限於會員若因刪除恒隆商場App或hello微信小程序、會員會籍終止、更改會員聯繫方式、錯誤使用優惠、任何因網絡、電話或技術失誤或問題或任何其他原因）。如與獎賞有關的任何爭議，顧客 / 會員應直接與相關參與商戶或獎賞之供應

商聯絡。

12. 恒隆在此明確歡迎其員工、工作人員及其關聯公司員工及工作人員（統稱「員工」及員工的直系親屬，下稱「關聯人士」）以及其直系親屬參與本獎賞計劃和活動。恒隆有權隨時修改此條款 12 及限制關聯人士參與本獎賞計劃和活動。
13. 恒隆可自行決定客人 / 會員是否合乎資格獲得獎賞。
14. 恒隆保留權利隨時更改本條款及細則或活動的任何方面、撤回或終止此活動及/或其獎賞，恕不另行通知。如果有任何更改，包含該更改的更新版本將立即生效。閣下繼續參與活動即表示閣下接受該更改。如果閣下不同意恒隆所做的任何更改或添加，請立即停止參與活動。
15. 如因活動或本條款及細則而產生任何爭議，恒隆將保留最終決定權，且恒隆的決定為最終決定。
16. 透過參與此活動，該會員被視為已閱讀、接受並同意遵守此條款及細則，並接受恒隆享有該條款及細則中規定的權利。若違反本條款及細則，或恒隆懷疑客人 / 會員有任何不誠實或欺詐的行為（包括但不限於使用或教唆他人使用不正當或欺詐方法干擾本獎賞計劃和活動的運作，造成活動任何部份受到干擾、技術問題或故障，或任何危害、破壞或影響本活動的舉辦、誠信、公平或順利進行或偵察到任何不正常的數據傳送），恒隆擁有決定權可立即撤銷該會員的獎賞，有權要求從該會員收回與禮券同等價值之賠償，並保留追究權利向顧客 / 會員索取任何因上述情況而產生的損失及採取任何法律行動，恕不另行通知。
17. 任何不可預見的情況、不可抗力事件和 / 或不受恒隆控制的情況，包括但不限於天災、地震、火災、洪水、戰爭、內亂或軍事動亂、恐怖主義行為、破壞、罷工、流行病、騷亂、電源故障和電腦或其他技術故障，恒隆有權隨時修改本條款及細則或活動的任何方面和 / 或撤回或終止此活動和 / 或獎賞，恕不另行通知。恒隆對任何此類更改、撤銷和 / 或終止不承擔任何責任。
18. 除參與活動的顧客 / 會員、恒隆及其相關或附屬公司外，任何人不得根據《合約(第三者權利)條例》強制執行或享受本條款及細則的任何條款。
19. 本條款及細則的英文版本與中文版本在文義上如有任何差異或不符之處，一概以英文版本為準。
20. 本條款及細則受香港特別行政區法律管轄。香港法院對於任何因本條款及細則所引發的爭議享有獨有的司法管轄權。