

## **Mastercard and HKTaxi Make Every Journey Rewarding with Hong Kong's First Taxi Ride Rewards Program**

*Mastercard cardholders exclusively enjoy a 5% rebate in Taxi Dollars for taxi rides via HKTaxi*

**Hong Kong, October 23, 2018** – Mastercard and local taxi-hailing app HKTaxi bring a new rewarding experience to Hongkongers by introducing the city's first taxi ride rewards program, creating more value and excitement for passengers to enjoy safe, fast and convenient cashless payment all over the city. While earning rewards through dining and shopping are not uncommon in the city, the concept of earning rewards through taxi rides marks a breakthrough in the taxi industry.

As part of the ongoing collaboration, Mastercard cardholders can exclusively earn a 5%<sup>1</sup> rebate in "Taxi Dollars" when paying for taxi rides with Mastercard via HKTaxi from now until December 31, 2018. The earned Taxi Dollars can be used to pay for future HKTaxi rides<sup>2</sup>, which will surely make travelers look forward to every journey they take.

"HKTaxi shares the same vision with Mastercard in building a cashless society and making Hongkongers' lives more secure and convenient through technology," said **Kay Lui, co-founder, HKTaxi**. "We are proud to launch the city's first taxi ride rewards program that endows passengers with Taxi Dollars, an enthralling and breakthrough concept that not only benefits the Hong Kong people but also takes the taxi industry to a whole new level."

"Mastercard aims to take care of cardholders' needs and provides them with the best service every day," said **Helena Chen, managing director, Hong Kong and Macau, Mastercard**. "Mastercard continues to bring safe, fast and convenient in-app digital payments experience to Hongkongers through its technology. The launch of the pioneering Taxi Dollars privilege enables taxi riders to further enjoy the secure and cash-free experience. More importantly, Mastercard aspires to push forward the development of digital payments in Hong Kong."

With the world's fastest and most reliable global payments network, Mastercard cardholders can enjoy safe, fast, convenient, and rewarding journeys with the city's first taxi ride rewards program.

*\* Terms and conditions apply for all of the listed promotions above.*

*For the steps in using Taxi Dollars, please refer to the attached appendix.*

**-Ends-**

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<sup>1</sup> Taxi Dollars are rounded down to the nearest 10 cents of the taxi fare, which is inclusive of any additional charges, surcharges and tips but exclusive of administration fee.

<sup>2</sup> Taxi Dollars will expire on the last day of the subsequent month in which they are obtained and will be forfeited after the expiry date.

**About Mastercard**

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardAP](https://twitter.com/MastercardAP), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

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