



Mastercard Highlights Commitment to Promoting E-Commerce Amid Pandemic Through Charity Collaboration

Yeng Kee Bakery to donate one box of face masks to Ronald McDonald House Charities for every online mooncake purchase worth MOP300 or above using Mastercard cards

HONG KONG, AUGUST 26, 2020 –The COVID-19 pandemic has had an undeniable impact on people's spending habits, with social-distancing measures contributing to a rise in online shopping and digital commerce. A recent worldwide consumer survey conducted by Mastercard found that 46 percent of consumers in Asia Pacific are planning to permanently use cash less often, with a large number of people in the region planning to make more purchases online. As consumers' needs evolve and adapt to the new normal, Mastercard is deepening its commitment to serving the community by providing people with digital payment options that help them cover their daily needs.

The company has taken this opportunity to combine its e-commerce initiatives with its efforts to give back to the community in these difficult times, including a new collaboration with Macau's famous and historic Yeng Kee Bakery where one box of face masks will be donated to charity for every mooncake purchase at the [Yeng Kee Bakery Online Shop](#) worth MOP300 or above using Mastercard cards¹. Mastercard cardholders in both Hong Kong and Macau can participate in the initiative from now until September 20, 2020².

The donated boxes of 3-ply disposable face masks will be delivered to Ronald McDonald House Charities of Hong Kong, an independently registered non-profit organization in Hong Kong that aims to protect those in need and lessen their burdens. In addition to participating in this charity initiative, Mastercard cardholders can also enjoy a 35 percent discount on all mooncake products on Yeng Kee Bakery Online Shop, as well as free delivery³ on mooncake purchases worth a minimum of MOP300. They can also receive free mini almond cookie boxes for every mooncake box they buy during the promotional period.

"As part of its mission to enrich the daily lives of consumers, Mastercard continually looks for more opportunities to provide safe, secure and convenient payment services, especially as people adjust their lifestyles and habits to fit the new normal. One such initiative is the collaboration with Yeng Kee Bakery originated from Macau to send face masks to those in need via Ronald McDonald House Charities of Hong Kong, helping to safeguard their well-being. Not only does this add an extra layer of goodwill to this year's celebration of the Mid-Autumn Festival, it also further underlines Mastercard's commitment to fulfilling its corporate social responsibility in these challenging times," said Helena Chen, Managing Director, Hong Kong and Macau, Mastercard.

Celebrate this year's Mid-Autumn Festival while promoting health and safety in the community. Purchase your boxes of mooncake online now from Yeng Kee Bakery with Mastercard!

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¹ Cardholders will be charged in MOP currency.

² Offer cannot be used in conjunction with other offers and/or promotions; valid while stock lasts.

³ Delivery applicable in Hong Kong and Macau via SF Express.

About Mastercard, www.mastercard.com

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all. www.mastercard.com.

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