



Mastercard Empowers Women Entrepreneurs in Celebration of International Women's Day 2021

*Six local female entrepreneurs step into the spotlight
to showcase their businesses via Mastercard partnership*

HONG KONG – March 7, 2021 – Ahead of International Women's Day on March 8, Mastercard today strengthened its commitment to support women's entrepreneurship through the announcement of a partnership with six local businesswomen that will help them to make their mark in the world of business.

The six entrepreneurs represent various sectors, with each one offering their own unique expertise, contributions and perspectives on business and the community. The talented roster includes:

- **Stephnie Shek**, Founder of **Eightyeight** and **Busy Bee**, the most popular luxury nail salons among celebrities in town
- **Emily Wong**, Founder of **Floristry by Art of Living**, which develops a contemporary approach to floral design to bring out the affinity between the cycle of flowers and life
- **Jess Jann**, Co-Founder of **Jessica Beauty Group**, where customers enjoy affordable yet excellent and effective beauty services
- **May Chow**, Founder of **Little Bao** and **Happy Paradise**, named Asia's Best Female Chef in 2017
- **Olivia Cotes-James**, CEO & Founder of **LUÜNA Naturals**, an online shop offering healthy and planet-friendly period care products
- **Karen Chen**, Founder of **O:RIN**, a Pilates and Gyrotonic workout studio that focuses on seeking inner peace through movement

Helena Chen, Managing Director, Hong Kong and Macau, Mastercard, said, "Hong Kong is an entrepreneurial market where hard work is rewarded. With this in mind, Mastercard encourages women to continue striding forward to advance their careers and businesses, while enjoying life even more. Helping shape a more inclusive and diverse business landscape in Hong Kong, Mastercard gives women opportunities to lead in their respective fields."

Mastercard is a vocal champion of women in business, delivering a wide range of programs to support their advancement. In line with this initiative, Mastercard recently announced the results of its annual Mastercard Index of Women Entrepreneurs which revealed that, in terms of its supportive entrepreneurial conditions for women, Hong Kong ranks fifth in Asia Pacific, and 15th amongst 58 global economies.

Furthermore, Mastercard emphasizes inclusion, opportunity and empowerment as its global priorities. Mastercard's pledge to support female entrepreneurs is part of the company's vision to expand its worldwide financial inclusion commitment and bring a total of one billion people and 50 million micro and small businesses into the digital economy by 2025. There will be a direct focus on providing 25 million women entrepreneurs with solutions that can help them grow their businesses, through a range of initiatives crossing funding, mentoring and the development of inclusive technologies. The company also aims to inspire and nurture the next generation through its signature education program, Girls4Tech, which encourages girls' future careers in STEM.



From March 8 to March 31, 2021, Mastercard cardholders can avail of the following lifestyle merchant offers curated with the six women entrepreneurs in celebration of International Women's Day.

Merchants	Promotional Offers from March 8 to 31, 2021	Special Offers on March 8, 2021
Eightyeight	Mastercard cardholders who get a trial for the first time can enjoy 12 percent off for a gel manicure or gel pedicure, or 15 percent off for gel manicure plus gel pedicure.	N/A
Floristry by Art of Living	Mastercard cardholders who purchase any large flower jar worth HK\$348 can attend the signature floral jamming workshop group class, to be conducted on weekend mornings throughout March with an original price of HK\$728, for free when they bring along their purchased jars for the class. They can also bring a friend to the floral jamming workshop, who can also enjoy the class for free upon purchase of a large flower jar worth HK\$348.	Mastercard cardholders can enjoy a "buy-4-get-5" offer ¹ for "The Alchemist" flower jar with mimosa.
Jessica Beauty Group	Mastercard cardholders can enjoy a 20 percent discount on all purchases during the promotion period.	Mastercard cardholders are entitled to a 30 percent discount.
Little Bao and Happy Paradise	Mastercard cardholders can enjoy the Happy Bao tasting menu for two at HK\$268 per person plus 10 percent at Little Bao Diner in Fashion Walk, Causeway Bay, or enjoy the Happy Paradise menu for two at HK\$388 per person plus 10 percent at Happy Paradise in Central.	Mastercard cardholders can enjoy a free upgrade to alcoholic drinks for the Happy Bao tasting menu. <i>Note: Happy Paradise will be closed on March 8.</i>
LUÜNA naturals	Mastercard cardholders can enjoy 25 percent off for all LUÜNA products when purchasing through the LUÜNA Naturals website using the discount code "LuunaMastercard".	N/A
O:RIN	Mastercard cardholders can get a 15 percent discount for any private package purchase.	Mastercard cardholders can enjoy a private trial for HK\$450, to be taken on the day.

Show your support for these local entrepreneurs and enjoy their services and products with Mastercard.

For more details, please visit [here](#).

Terms and conditions apply for the promotions above.

¹ Cardholders can choose one option between the "buy-4-get-5" offer or the free workshop when purchasing a flower jar on March 8.



Photo Caption



(From left to right) Emily Wong, Founder of Floristry by Art of Living; Jess Jann, Co-Founder of Jessica Beauty Group; Helena Chen, Managing Director, Hong Kong and Macau, Mastercard; Karen Chen, Founder of O:RIN; and Olivia Cotes-James, CEO & Founder of LUÜNA Naturals join forces to celebrate the International Women's Day 2021.

For more photos, please download [here](#).

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About Mastercard (NYSE: MA) 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.

Mastercard Communications Contact

Karen Lo, Karen.Lo@mastercard.com

Janus Lau, Janus.Lau@mastercard.com

Agency Communications Contact (Mastercard)

Cherry Ho, (852) 2533 9905, cho@webershandwick.com

Sam Cho, (852) 2533 9982, scho@webershandwick.com