



Mastercard Amplifies Priceless Hong Kong for Cardholders Through Expanded Partnership with Business Icons and Local SMEs

Experiential offers and exclusive privileges further reinforce Mastercard's commitment to supporting SMEs while rejuvenating local economy impacted by the COVID-19-pandemic

HONG KONG, June 24, 2021 – Mastercard today announced the expansion of its Priceless Hong Kong program through partnerships with renowned local business icons and a range of small and medium-sized enterprises (SMEs), further underscoring Mastercard's commitment to supporting the rejuvenation of Hong Kong's economy.

Established in 2014, Priceless Hong Kong is part of Mastercard's global destination marketing program which aims to connect consumers with their passions and love for discovering more about the cities in which they live. The long-running and iconic 'Priceless' brand celebrates these moments and brings priceless experiences to life. In response to consumers' evolving appetites, it is now being refreshed and revitalized through a wide range of experiential offers spanning sectors including shopping, dining, entertainment, arts and culture, fashion, sports and wellness, with the aim of inspiring people through enabling exclusive moments that strengthen their relationships with family and friends, thus expanding their horizons and enriching their lives.

The re-energized initiative includes collaborations with some of the city's top brands, such as hospitality brand Lan Kwai Fong Group, entertainment giant Emperor Cinemas, fine jewelry brand PHERES, fashion icon VIVIENNE TAM and antiviral coating specialist GERMAGIC™, to encourage Hong Kong people to appreciate priceless moments in their home city from a brand new perspective.

The program also underlines Mastercard's dedicated support for SMEs in Hong Kong amid challenging times, as demonstrated by its secure digital payment solutions that address the need for digitalization, accelerated by the pandemic. These enable local merchants to provide safe, fast and convenient digital payment experiences and exclusive privileges for savvy consumers.

Helena Chen, Managing Director, Hong Kong and Macau, Mastercard, said, "Mastercard is proud to amplify Priceless Hong Kong's experiential essence, with the goal of further lifting the spirits of Hong Kong people. Highlighting its commitment to building momentum around the recovery of Hong Kong's economy, Mastercard looks forward to revealing the fruits of its exciting collaboration with entrepreneurs and brands, ranging from well-established companies to local SMEs, to bring priceless experiences and bolstered privileges for cardholders all over the city."

Furthermore, Mastercard is joining hands with HKT Payment Limited to support the disbursement of the Hong Kong government's consumption voucher scheme. Cardholders in Hong Kong will soon be able to spend a total of HK\$5,000 worth of consumption vouchers with Mastercard cards via Tap & Go at an extensive, continuously expanding network of local physical and online merchants to cover daily needs, making Mastercard an essential companion for Hong Kong people.

Details of a plethora of experiential offers and privileges for all Mastercard cardholders will be announced soon. Stay tuned by following Mastercard's [Priceless Specials website](#)!

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**Photo Captions:**

Photo 1: Ms. Helena Chen, Managing Director, Hong Kong and Macau, Mastercard, joined hands with HKT Payment Limited's Tap & Go and 20 merchants, namely Coronet Amazing Museum, CSL Mobile, Emperor Cinemas, Exhibition Group, Fortress, GERMAGIC™, Germ Tech, Grwth, HKTaxi, Little Bao, Lan Kwai Fong Group, OpenRice, OTO, Pheres, Private I Group, Qivaro, Trip.com, VIVIENNE TAM, Watsons Water and Eggo Land, as Mastercard unveils more digital payment options and exclusive privileges for Hong Kong people via the expanded Priceless Hong Kong program.



Photo 2: Mr. Alex Yeung, Vice Chairman, Emperor Motion Pictures; Dr. Allan Zeman, Chairman, Lan Kwai Fong Group; Ms. Helena Chen, Managing Director, Hong Kong and Macau, Mastercard; Dr. Joseph Kwan, Adjunct Professor, Division of Environment & Sustainability, Hong Kong University of Science and Technology; and Consultant, GERMAGIC™; Ms. Narcisa Pheres, CEO and Creative Director, Pheres and Ms. Vivienne Tam, Fashion Designer and Founder, VIVIENNE TAM shared about their vision on the partnership during the panel discussion, and kicked off the expansion of the Priceless Hong Kong campaign with more experiential offers and privileges for Hong Kong people.





Photo 3: Famous actor and radio DJ Mr. Lawrence Cheng (right), who attended the press conference as a special guest supporting Mastercard's Priceless Hong Kong program and its move to re-energize Hong Kong, accompanied by Ms. Helena Chen (left), Managing Director, Hong Kong and Macau, Mastercard.



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.

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