

All-In-One Daily Convenience and Rewards: Shop Online and Roam the City with Mastercard, HKTaxi and HKTVmall

Daily life in Hong Kong just got more hassle-free through cashless convenience

Hong Kong, May 30, 2018 – From worry-free local transportation to hassle-free shopping, Hongkongers' daily lives are getting more and more convenient! Mastercard has today announced its partnership with local online shopping mall HKTVmall, as well as its strengthened collaboration with the city's most popular taxi-hailing app HKTaxi, to bring safe, secure and cash-free ways to shop and get around Hong Kong.

Mastercard is effectively shaping the daily life of Hong Kong people to be more convenient than ever by forming a joint partnership highlighting both HKTVmall's easy pickup and delivery services and HKTaxi's 98.4% order fulfilment rate – the highest in the city as tested by the Consumer Council in March 2018.

As a result of an exclusive privilege for Mastercard cardholders, HKTVmall shoppers can receive rewards to satisfy their daily needs by using their Mastercard to pay for taxi rides via HKTaxi, which recently announced that more than one-fifth of its 50,000 registered taxi drivers now accept Mastercard payments.

"We at Mastercard aim to take care of all our cardholders' needs and provide them with the best service every day," said Helena Chen, managing director, Hong Kong and Macau, Mastercard. "By joining forces with HKTVmall and HKTaxi, we have now fully expanded our services from excellent local transportation to outstanding online shopping services, allowing us to become a truly integral part of Hongkongers' daily lives."

"HKTaxi and Mastercard share the same drive to make Hongkongers' lives more convenient with technology. The collaboration with HKTVmall extends our passion to provide great and beneficial services to every Hong Kong resident," said Kay Lui, co-founder, HKTaxi. "Our joint partnership is built on convenience, safety and security, utilizing modern technology in responding to the demands of the Hong Kong people. Since the inception of the partnership between HKTaxi and Mastercard in March, the number of taxi rides paid for with Mastercard has been doubling each month and we are very thrilled with the progress. "

"We are proud to have partnered with Mastercard and HKTaxi to deliver the best experience in online shopping to everyone in Hong Kong," said Ricky Wong, chairman, Hong Kong Television Network Limited. "Now, everyone in the city can rest assured that there is an easy way to take care of all their daily needs."

From June 1 to August 31, HKTVmall members who hail taxi rides with HKTaxi can receive HKTVmall Mall Dollar valued at 5% of the taxi fare when they pay with Mastercard. Mastercard cardholders who use HKTaxi can also get HK\$50 after making three rides every week until July 29.

Enjoy a cashless and convenient lifestyle! Use your Mastercard to ride around the city with HKTaxi and reward yourself with HKTVmall Mall Dollar now!

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

Photo Caption

Helena Chen, managing director, Hong Kong and Macau, Mastercard, with Kay Lui, co-founder, HKTaxi, and Ricky Wong, chairman, Hong Kong Television Network Limited, announcing their partnership to bring Hongkongers safe, secure and cash-free ways to shop and get around Hong Kong.

About Mastercard

Mastercard (NYSE: MA), 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](#).

Contacts:

Diana Chan (852) 2533 9905, dchan2@webershandwick.com

Vicky Lo (852) 2533 9940, vlo@webershandwick.com