

## CONCORDE CASH LOYALTY PROGRAM

### One Card Above The Rest

Concorde Food & Beverage outlets provide an array of local and international cuisines with a strong following from regular diners. In appreciation on all the support we have gained, the idea of having a Concorde Cash Loyalty Programme was conceived. This card is designed to reward and complement our regular diners for their kind patronage, making Concorde Cash Loyalty Program the most preferred dining membership card which gives you value above the rest.

### Program Benefits

Qualifier	Bronze Instant Enrolment	Silver Spend RM2,000 and above	Gold Spend RM10,000 and above
10% on Food and Beverage Discount	√		
15% on Food and Beverage Discount		√	
20% on Food and Beverage Discount			√
Points Redemption (F&B)	√	√	√
Points Redemption (Room)	√	√	√

### Concorde Cash Terms and Conditions

The following Terms & Conditions govern the contractual relationship between Concorde Hotel Kuala Lumpur and Concorde Cash Members.

#### Conditions

1. Concorde Cash is open to individuals aged 18 or above. Concorde Hotel Kuala Lumpur reserves the right to grant or refuse membership at its sole and absolute discretion. Membership will not be extended to corporations or other legal entities.
2. Each applicant is only entitled to apply for ONE (1) membership card and will be assigned only ONE (1) Concorde Cash Card.
3. Membership is FREE for a lifetime, however, the membership card will be suspended after 1 year of zero transactions.
4. A membership number and membership card will be issued to newly enrolled Members. Members are deemed to have accepted these Terms and Conditions, which favour Concorde Hotel Kuala Lumpur and Participating Partners, upon using their Concorde Cash Card.
5. Concorde Cash Card is not transferable, and can only be used by the person whose name is on the card.
6. Membership cards are the property of Concorde Hotel Kuala Lumpur and a fee may be charged for replacing lost or damaged cards. Misuse of membership cards or programme benefits may result in immediate termination or suspension of membership, or withdrawal of benefits.
7. Concorde Hotel Kuala Lumpur reserves the right to modify the programme structure, benefits and other features, including these Terms and Conditions, or to terminate Concorde Cash at any time. Although Concorde Hotel Kuala Lumpur will use reasonable effort to notify Members of material changes to Concorde Cash and/or to these Terms and Conditions, it is the responsibility

of Members to keep themselves up-to-date in respect of the Concorde Cash and these Terms and Conditions.

8. Any use of Concorde Cash by a Member will be deemed as acceptance of any amendment(s). Concorde Hotel Kuala Lumpur and/or Partners will not be liable for loss or damage resulting from any amendment(s) to Concorde Cash or to these Terms and Conditions.
9. All interpretations of this programme Terms and Conditions shall be at the sole and absolute discretion of Concorde Hotel Kuala Lumpur.

## Membership, Enrolment & Termination

1. Membership enrolment can be made at Front Desk or at any F&B outlets.
2. Enrolment forms will not be processed unless all mandatory fields are completed correctly and signed. Applicants must agree to the Terms and Conditions on submission of enrolment forms.
3. There is currently no enrolment fee for Concorde Cash membership.
4. A membership card will be issued within 3-working days, upon receiving Concorde Cash Card, Members may use the membership number issued to them for discount and to earn points.
5. Upgrade to Concorde Cash Silver by spending RM2,000 or upgrade to Concorde Cash Gold by spending RM10,000 at any Food and Beverage outlets in Concorde Hotel Kuala Lumpur within 12 months.
6. Concorde Cash membership and Concorde Cash points are non-transferable. Joint accounts and multiple enrolments by a single person are not allowed.
7. A member may only hold one membership account at any time. If a member inadvertently creates a duplicate account, Concorde Hotel Kuala Lumpur reserves the right to merge and consolidate the details of the member into the member's earlier account.
8. Any points earned on the duplicate account will be transferred to the earlier account, retaining their original expiry date. Concorde Hotel Kuala Lumpur is not responsible for any loss of member benefits and/or services due to duplicate membership.
9. Members who wish to discontinue their membership must provide written notice and email to [concordecash@concorde.net](mailto:concordecash@concorde.net) and return their membership card to the Concorde Cash Loyalty Programme person in charge, upon which all benefits and privileges of the member shall cease and all outstanding points of such member will become void.
10. Any Concorde Cash member who commits a misconduct, engages in fraud, abuses Concorde Cash benefits and awards, and fails to adhere to these Terms and Conditions, will have his/her membership terminated. All of his/her benefits and privileges shall cease forthwith and their points will become void immediately.
11. Concorde Hotel Kuala Lumpur reserves the right to terminate any membership at its sole and absolute discretion, at which point all unused points, benefits and privileges will be cancelled. Such termination shall be without prejudice to the accrued rights and remedies of Concorde Hotel Kuala Lumpur, Participating Partners and the Member.
12. Membership will end automatically upon the death of the Member and points earned but not redeemed at the time of death, as well as benefits and privileges will be cancelled.
13. If a Member has obtained redemption awards or other products or services through fraud, dishonesty or deceit then the member shall without limitation be liable to Concorde Hotel Kuala Lumpur and Participating Partners for the full price of the redemption awards or other products or services obtained together with all costs and damages incurred or suffered by Concorde Hotel Kuala Lumpur and Participating Partners as a result thereof.

## Concorde Cash - Earning Points

1. Members who dine / spend at any outlets operated by CHKL will be awarded (one) 1 point for every RM100 per transaction.
2. Concorde Hotel Kuala Lumpur reserves the right to change the required minimum spend and/or the number of points awarded in respect of the minimum spend amount. Concorde Hotel Kuala Lumpur will endeavour to give you reasonable notice of any change.
3. Additional terms and conditions may apply to bonus point promotions.
4. Members must use Concorde Cash Card to earn points.

5. Points cannot be sold, transferred, assigned or otherwise dealt with except in accordance with these Terms.
6. Members can enjoy of Concorde Cash promotion prices and are eligible to earn points with Terms and Conditions apply.
7. Transactions using points will not be rewarded points but Members are allowed to enjoy a certain discount based on the types of promotion.
8. No points will be earned for room stays at Concorde Hotel Kuala Lumpur.
9. Points earned will be calculated based on the total expenditure on Concorde Hotel Kuala Lumpur restaurants after the launch date.
10. Members must quote their membership number at the time of reservations and present their membership card when paying their bill at restaurants operated by the Hotel.
11. Points will expire on an annual basis. Once expired, points cannot be redeemed for awards or other products or services.
12. Points will be credited to the Member's account within 24-hours after a transaction is made or payment in full.
13. Points are valid for redemption as soon as they are credited to the Member's account.
14. If Concorde Hotel Kuala Lumpur incorrectly credited points to a member, the company reserves the right at any time to cancel or invalidate the points recorded incorrectly in the member's account.
15. Any Members fraudulently accruing, exchanging, selling or bartering points will have their membership terminated and all points held in their account will be cancelled. The member may also be subject to civil proceeding and/or criminal persecution.
16. Points accrual is subject to the Terms and Conditions of Concorde Cash Loyalty Programme.

### Account Statement

1. Members will be able to view the points balance once Members have registered and have downloaded mobile wallet into their mobile devices.
2. Members will not receive e-Statement showing the balance unless upon request via email.

### Expiry of Concorde Cash Points

1. Points expire with a zero transaction in one (1) calendar year with Concorde Hotel Kuala Lumpur.
2. Expired points cannot be activated/renewed upon renewing of the membership card.
3. Points will be removed from Members' account at any time at the next applicable rewards cut-off date.

### Redemption of Points

1. Points can be redeemed only when there is sufficient points.
2. Concorde Cash points can be redeemed at Food and Beverage outlets in Concorde Hotel Kuala Lumpur. Members must present Concorde Cash Card at the cashier upon redemption.
3. Concorde Cash points can be redeemed for room stays in Concorde Hotel Kuala Lumpur. Members must present Concorde Cash Card at the front office and the officers will check whether the Member has sufficient points for redemption.
4. Members must redeem points before the card expires.
5. Points are personal to, and may only be redeemed by, the Member to whom they were issued. Points are non-transferable and may not be assigned.
6. Points are not exchangeable for cash. However, it can be used to settle bill payment at any of the Concorde Hotel Kuala Lumpur Food & Beverage Outlets. Points will be deducted based on the total amount spent minus off the balance of the points in the Member's account.  
Calculation: 1 point = RM5.00

### Privacy Notice

1. By applying for and using Concorde Cash Card, Members must consent to the collection, storage, use and disclosure of the personal information in accordance with the Hotel's Privacy Policy and this Privacy notice. Members can find the Privacy Policy online at: <http://kualalumpur.concordehotelsresorts.com/privacy>. Alternatively, Members may contact the direct line on +6012 399 5003 or email at [concordecash@concorde.net](mailto:concordecash@concorde.net).
2. In addition to the matters set out in the Hotel's Privacy Policy, Member's personal information is collected so that the Hotel can continuously update the promos of having a Concorde Cash Card and other related products and services.
3. Member's personal information may be shared with the Hotel's employees, contractors, agents, companies working on behalf (such as mailing), selected business partners (who assist or enable to provide certain products and services to Members) and other related companies in the group, but, except as required by law, Member's personal information will never be provided to a third party for their own use.
4. The Hotel's Privacy Policy contains information on how Members may access and seek correction of the Member's personal information. Members may also call the direct line at +603 2144 2607.

### Terms subject to change

We reserve the right to change these Terms at our discretion. We will give you reasonable notice of any changes via our website at <http://kualalumpur.concordehotelsresorts.com/> and/or by other communication methods we adopt from time to time. You may cancel your membership within the period of that notice or at any other time. Where we change these Terms, an updated copy of them will be available on our website or you may request a copy by telephoning our Hotel at +603 2144 2200.