

Benefit Guide Emperor Cinemas



The burgeoning theatrical exhibition business of Emperor Group began in 2017 where the first Emperor Cinemas in Hong Kong opened its door at the iconic Entertainment Building Central with a network of cinemas spinning across Causeway Bay (Times Square), Tsim Sha Tsui (iSQUARE), Tseung Kwan O (The LOHAS), Ma On Shan (MOSTown), Tsuen Wan (Citywalk), Tuen Mun (New Town Commercial Arcade) and Macau (Lisboeta).

AIA Vitality Member Benefit

AIA Vitality members can enjoy up to 2 reward credits a month for exercising. The number of credits you qualify for depends on the number of AIA Vitality Points you earn each month for fitness-related activities[^].*

Reward Credits

- You can earn up to 2 reward credits each calendar month, depending on the number of AIA Vitality Points you earn from exercising within that calendar month. Please see the table under “Qualifying AIA Vitality Points” for details.
- 1 reward credit can then be used to select only one of the reward partners available (based on your AIA Vitality status). Reward partners may change from time to time, please refer to website www.aia.com.hk/aivitality for the latest update.
- Terms and conditions apply when you use 1 reward credit to select 1 Emperor Cinemas Movie e-Voucher. Please refer to section - Important Points to Remember.
- If you earn the maximum number of points for fitness-related activities (15,000 AIA Vitality Points) within a membership year, you will receive 2 reward credits each month for the rest of your current AIA Vitality membership year.
- Each reward credit in your Wallet of AIA Connect is valid for 3 months, starting from the end of the month in which the qualifying AIA Vitality Points were earned (e.g. 1 reward credit was earned on 15 May 2021 because the member earned 750 AIA Vitality Points. The reward credit expiry date is 31 August 2021).
- Once Emperor Cinemas is selected in your Wallet of AIA Connect, you will see the Emperor Cinemas Movie e-Voucher and have 90 days to redeem the Movie e-Voucher on Emperor Cinemas’ official website, mobile app or box office (except ticketing kiosk). All Movie e-Vouchers that are past the expiry date are not retrievable.

Emperor Cinemas Movie e-Vouchers

- Each reward credit has to be selected in your Wallet of AIA Connect before it expires.
- Upon selection of reward, the Emperor Cinemas Movie e-Vouchers will be valid in the members’ Wallet of AIA Connect for 90 days from the date of redemption.

* Subject to the terms and conditions of Emperor Cinemas and the availability. Not to be used in conjunction with other discount or coupon. Please check with Emperor Cinemas directly and read the “Important Points to remember” below.

- All Emperor Cinemas Movie e-Vouchers in the Wallet of AIA Connect will be invalid if not redeemed by the expiry date.

The table below shows you the number of AIA Vitality Points, earned from exercising, required to enjoy your reward.

Qualifying AIA Vitality Points

AIA Vitality Points Required (earned from fitness-related activities [^])	Reward
750 points within a calendar month	1 reward credit a month
1,500 points within a calendar month	2 reward credits a month

Note: If you have earned the maximum number of points for fitness-related activities (15,000 AIA Vitality Points) within a membership year, you will receive 2 reward credits each month for the rest of your current AIA Vitality membership year.

[^]The fitness-related activities for earning AIA Vitality Points include:

- Pure Fitness or Pure Yoga gym visits (your membership must be linked to AIA Vitality)
- Organised fitness events (participating in an organised fitness event that qualifies for AIA Vitality Points)
- Fitness device workout data (recording a workout using a partner fitness device or AIA Connect Step Counter that you have linked to AIA Vitality)

Reward Credits and Emperor Cinemas Movie e-Vouchers



Step 1: Exercise and earn AIA Vitality Points to qualify

You will need to exercise and earn the required number of AIA Vitality Points to qualify for reward credits. You may also log in to AIA Connect app or website to check your reward credit balance and redeem them at any time. Don't forget that reward credits will expire in 3 months from the end of the month in which you earned the qualifying AIA Vitality Points, if you do not select the reward from your Wallet of AIA Connect. Please check your account balance regularly.

Step 2: Redeem reward credits on AIA Connect app or website

Log in to AIA Connect app or website, click on "Wallet" tag > "Rewards" tag > "Monthly Reward Credit" tag > select "Emperor Cinemas Movie e-Voucher" under "My Voucher". You will see the number of reward credits you can select. You may select the number of reward credits to be redeemed as Emperor Cinemas Movie e-Vouchers. The redemption will automatically be applied to the reward credits expiring first.

The Emperor Cinemas Movie e-Voucher will expire in 90 days from the date of selection or upon the termination of AIA Vitality membership. No reminder will be sent to you. Please check your account balance regularly.

Note: Once you have chosen the selected Emperor Cinemas Movie e-Vouchers, no exchange is allowed.

Step 3: Book movie tickets using Emperor Cinemas Movie e-Vouchers

You may choose one of the following channels to use the Emperor Cinemas e-Vouchers:

On the Emperor Cinemas' Official Website

- You may choose to register or use Guest Purchase to make an online booking for a movie with your Movie e-Vouchers code and input your AIA Vitality membership number. Upon payment completion, you will receive e-ticket in your account or via email if you use Guest Purchase.

On the Emperor Cinemas' Mobile App

- You may choose to register to make a booking in app for a movie with your Movie e-Vouchers code and input your AIA Vitality membership number. Upon payment completion, you will see the e-ticket in your mobile app.

At the Emperor Cinemas' Box Office

- Present your AIA Vitality membership card to Emperor Cinemas' Box Office (except ticketing kiosk) to purchase a movie ticket using your Movie e-Vouchers code in the Wallet of AIA Connect.

Note: You may consider paying additional charges to watch non-2D or non-2D Atmos movie (e.g. 3D or IMAX movies etc) when booking movie tickets using Emperor Cinemas Movie e-Vouchers. Please click [here](#) refer to the participating outlets list for details.

Earning AIA Vitality Points

You cannot earn AIA Vitality Points for using this benefit.

Important Points to Remember

Reward Credits and Emperor Cinemas Movie e-Vouchers

- Each reward credit expires in 3 months after the end of the month in which the qualifying AIA Vitality Points were earned. (e.g. 750 AIA Vitality Points = 1 reward credit was earned on 15 May 2021. The reward credit expiry date is 31 August 2021).
- Once reward credit is selected in your Wallet of AIA Connect, you will see the Emperor Cinemas Movie e-Voucher code and have 90 days to redeem the movie ticket on Emperor Cinemas' official website, mobile app or box office (except ticketing kiosk). All movie credits that are past the expiry date are not retrievable.
- Once you have chosen the selected Emperor Cinemas Movie e-Vouchers, no exchange is allowed.
- Emperor Cinemas Movie e-Voucher cannot be used in conjunction with any other promotion offers or discounts.
- One Emperor Cinemas Movie e-Voucher can be used to redeem one 2D or 2D Atmos movie ticket. please click [here](#) refer to the participating outlets list for details. You will need to pay a surcharge for including but not limited to:
 - o Long movies
 - o 3D movies, IMAX 2D/ 3D movies, 4D movies
 - o Movies with special engagement with film distributors and designated movies

For surcharge details, please refer to Emperor Cinemas' official website at (<https://www.emperorcinemas.com>) or inquire Emperor Cinemas' staff.

- You cannot transfer, assign, sell, barter or pledge your reward credits to another person. Reward credit and Emperor Cinemas Movie e-Voucher cannot be redeemed for cash and cannot be returned for any other consideration.
- Ticket redeemed is non-refundable and non-exchangeable.
- Emperor Cinemas Movie e-Voucher is not applicable for VIP houses (including The CORONET), preview shows, film festivals, alternative programs, live broadcast programs, bulk purchase and house booking and movies with special engagement with film distributors.
- Emperor Cinemas Movie e-Voucher is applicable all 365 days of the year, with no blackout dates.
- For any enquiries of invalid Emperor Cinemas Movie e-Voucher, please contact AIA Ambassador at 2232 8282 (Hong Kong) or 0800 315 (Macau).
- Your Emperor Cinemas Movie e-Voucher will immediately expire upon the termination of AIA Vitality membership.

AIA Vitality Points

AIA Vitality Points can take up to 2 weeks to show on your AIA Vitality Points Statement after you upload your workout data from the partner device. Afterwards, the reward credits will be awarded to your AIA Vitality account within 7 days.

About Emperor Cinemas

Emperor Cinemas is a separate and independent entity, and AIA shall not be responsible for the nature or quality of products or services provided by Emperor Cinemas, nor for any solicitation effort by them. The products and services offered by Emperor Cinemas are not sold or marketed by AIA, and the provisions of the same may also be subject to certain terms and conditions of Emperor Cinemas. Emperor Cinemas may apply additional terms and conditions with regard to the availability and eligibility of earning AIA Vitality Points.

For information, please visit the Emperor Cinemas' official website: <https://www.emperorcinemas.com>.

The information contained herein does not constitute an offer to sell or a solicitation of an offer to buy Emperor Cinemas' products and services on the part of AIA. AIA is not an agent or distributor of Emperor Cinemas and will not receive any remuneration as a result of your purchase of products or services from Emperor Cinemas.

Any dispute about any products or services as part of this benefit must be resolved directly with Emperor Cinemas which have the final decision with respect to any order placed by you.

All representations within this Guide made on behalf of AIA have been thoroughly researched, and are verifiable by documentary evidence. Representations within this Guide made on behalf of Emperor Cinemas are based upon information that AIA has received from them, such information having been provided to AIA along with an assurance from Emperor Cinemas that it is accurate.

You are kindly advised to read the AIA Vitality Terms and Conditions, and, please pay heed to the sections on "AIA Vitality Programme Benefits" and "Exclusion of Liabilities" available at www.aia.com.hk/aiavitality.

Terms and Conditions

Use of this benefit is subject to the AIA Vitality Terms and Conditions, AIA Vitality Terms of Use, AIA Vitality Personal Information Collection Statement and the AIA Privacy Policy which are available at www.aia.com.hk/aiavitality.

In case of dispute on AIA Vitality Points (if any), the decision of AIA shall be final and conclusive.

You are advised to carefully consider whether or not you should purchase any products or services made available by Emperor Cinemas, and the award of AIA Vitality Points (if any) shall not be a sole or decisive factor in your decision making. Please consult your doctor or other health care professional if necessary. Also you should make a comparison of price, quality and reputation of different service providers (and their products/services) in the market before making any decision.

Benefits may be varied or withdrawn at any time.

"**AIA**" herein refers to AIA International Limited (incorporated in Bermuda with limited liability).

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