



NEWS RELEASE

American Express Introduces the American Express Explorer™ Credit Card to Meet Hong Kongers' Changing Lifestyle Needs

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Offering up to 5X Membership Rewards® points on selected spending with no earning cap, plus greater flexibility on rewards

HONG KONG, February 18, 2021 – American Express announced today the launch of the American Express Explorer Credit Card (“The Explorer Card”); a new product to meet the changing needs of customers in Hong Kong, today and in the future.

The Explorer Card offers members a variety of lifestyle privileges, along with the ability to earn 5X Membership Rewards® points when they spend at selected popular online merchants, food delivery services, and home entertainment platform. Importantly, as the world gets back to travelling again, the product allows customers to redeem air miles and hotel stays, and gives airport lounge access, as well as other premium travel benefits backed by American Express. There is no set limit on the amount of rewards customers can earn.

Susanna Lee, Managing Director, Hong Kong and Taiwan and General Manager, Insurance Asia, American Express said, “As consumers adapt to the ‘new normal’ in their lives, they are switching to online purchases and digitized services. We are launching this product to help them make the most out of their spending, whether online or in physical locations, at home or abroad. This is a product that will give them what they need today, while getting them ready for the next adventure they have been longing for.”

The American Express Explorer Credit Card takes on the iconic classic American Express card design glazed with a space blue tone, preserving the brand’s expression for sophistication and quality, while projecting a sense of positive change for the future.



Key card benefits and rewards include:

The ability to earn rich rewards with no expiration and no points limits:

- 3X Membership Rewards points for every HK\$1 spent (HK\$5 = 1 Mile)¹ on eligible local transaction.
- 5X Membership Rewards points for every eligible HK\$1 spent online (HK\$3 = 1 Mile)¹ on selected e-commerce platforms, food delivery services and home entertainment platform².
- 3.75X Membership Rewards points for every HK\$1 equivalent spent in eligible foreign currencies (HK\$4 = 1 Mile)¹.

Attractive and flexible rewards:

- Pay with Points – Cardmembers can choose to offset purchases or items on their Card statement using points they have earned. This is equivalent to 1% cash back for eligible local spending, 1.25% cash back for eligible foreign currencies spending, and 1.67% cash back for eligible spending at selected online and travel merchants.
- Flexible redemption of miles and hotel points – With no administration fee, Cardmembers can transfer their points to 10 airlines and 2 hotel loyalty programs, giving Cardmembers a seamless and flexible redemption experience. For more details, please visit americanexpress.com.hk/AirMiles.
- Premium rewards - Cardmembers can also redeem from a wide collection of more than 150 rewards, including gift cards and premium merchandise such as dining vouchers, home electronics and kitchenware.

Make your next adventure more rewarding:

- 5X Membership Rewards points for every eligible HK\$1 spent (HK\$3 = 1 Mile)¹ on all American Express accepted airlines and selected popular online travel portals² with no maximum limit;
- Complimentary access to Plaza Premium Lounge for Basic and Supplementary Cardmembers for a total of 10 times per year.

To celebrate the launch of the American Express Explorer Credit Card, American Express will waive the first-year annual fee in addition to exciting welcome offers worth up to HK\$4,200 for successful applications from now until May 31, 2021. Terms and conditions apply.

For more details about the American Express Explorer Credit Card, please visit explorenow.com.hk, or scan the QR code to learn more.

1 Conversion rate as of February 2021

2 For further details of participating merchants, please visit <https://amex.co/2LBpfdN>.

Notes to Editors:

- Exciting Welcome Offers for the American Express Explorer Credit Card worth up to HK\$4,200, include:
 - Exclusive Online Bonus: Enjoy HK\$300 city'super cash voucher upon successful online application and Card approval and any successful spending in the first three months (including HK\$100 city'super cash voucher for successful online application^ and extra HK\$200 city'super cash vouchers as first transaction bonus upon first transaction in the first three months).
 - Welcome Bonus: HK\$500 city'super cash voucher by spending HK\$5,000 in the first three months, include aggregate spending of Basic and / or Supplementary Card(s).
 - Local Currency Spend Bonus: HK\$1 = 5 Membership Rewards points in the first three months, up to 600,000 points (enough to redeem HK\$2,000 cash vouchers / Pay with Points or 40,000 miles*).
 - Foreign Currencies Spend Bonus: HK\$1 = 5 Membership Rewards points in the first three months, up to 420,000 points (enough to redeem HK\$1,400 cash vouchers / Pay with Points or 28,000 miles*).

^For Basic Cardmembers who submit their Card application online and all required valid documents within 7 working days from the date of application submission. *Based on the calculation of 30,000 points can be used to redeem HK\$100 cash vouchers / Pay with Points and 15 points can be used to redeem 1 mile.

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