

General Terms and Conditions: 1. The promotion is valid from 1 April to 30 June 2016, both dates inclusive (refers to "Promotion Period"). Privilege 1 is only valid on Saturdays and Sundays during Promotion Period (i.e. 2-3, 9-10, 16-17, 23-24, 30 April, 1, 7-8, 14-15, 21-22, 28-29 May, 4-5, 11-12, 18-19 and 25-26 June 2016). Cash Voucher Redemption with Sales Slip from Taiwan (refers to "Taiwan Promotion") is applicable from 15 March to 15 May 2016 and cash voucher redemption period is valid from 1 April to 30 June 2016, both dates inclusive. 2. Privilege 1 and 2 are applicable to all UnionPay credit and ATM cards with card number starting with 62 (refers to "UnionPay Card"), except for the RMB cards issued by specific Hong Kong and Macau card issuing institutions. Taiwan Promotion is applicable to UnionPay Card issued in Hong Kong. The qualified transaction must be settled via UnionPay network. 3. UnionPay International Hong Kong Branch (refers to "UnionPay Hong Kong") is neither vendors nor service providers, thus UnionPay Hong Kong is not responsible for the products or services provided by the merchant. eslite Bookstore and participating merchants are solely responsible for all obligations and liabilities relating to such products or services and all auxiliary services. 4. Availability of the offers or service is subject to the absolute discretion of UnionPay Hong Kong and eslite Bookstore. Photos, product specifications and prices are for reference only. 5. UnionPay Hong Kong shall not be liable to any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for personal injury which is suffered or sustained, as a result of taking or using any of the gift voucher(s), gift(s) and/or service(s). 6. UnionPay Hong Kong and eslite Bookstore reserve the right to cancel, revise, suspend or terminate all or any part(s) of the Promotion, or the terms and conditions herein contained, at any time without prior notice or reason. In case of any disputes, the decision of UnionPay Hong Kong and eslite Bookstore shall be final and binding on all parties concerned. In case of discrepancies between the English and Chinese versions of these terms and conditions, the Chinese version shall prevail. 7. These terms and conditions shall be construed and governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China.

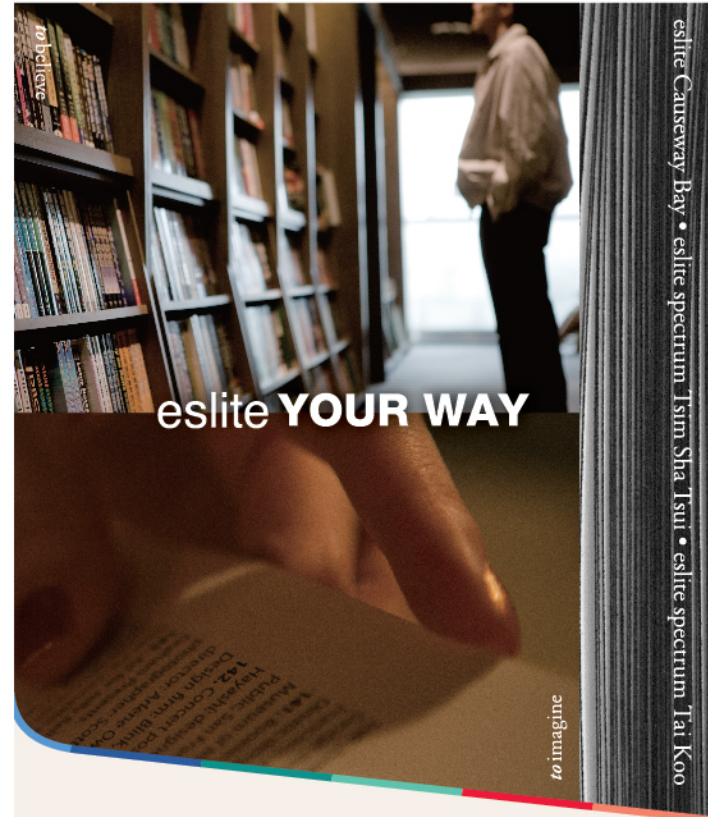
Terms and Conditions of Privilege 1: 1. On Saturdays and Sundays during Promotion Period, Cardholders are eligible to redeem a complimentary HK\$500 eslite Cash Voucher (refers to "Cash Voucher") upon single spending of HK\$500 or above. Each cardholder is eligible to redeem Cash Voucher once only with the same UnionPay Card each day. 2. This promotion will only accept original copies of sales slips and valid same-day merchant sales invoices issued to Cardholders by eslite Causeway Bay Store, eslite spectrum Tsim Sha Tsui Store and eslite spectrum Tai Koo Store and respective consignment counters. The original copy of sales slip should indicate the UnionPay Card card number, merchant name, transaction date, transaction amount, valid authorisation code and signature of Cardholders (if applicable) clearly. Sales invoice from merchants should state the merchant name, transaction date, transaction amount and sales items clearly. The transaction amount in both sales slip and sales invoice must be equivalent. 3. Cardholders cannot present the valid sales slips, sales invoices and/or UnionPay Card with consistent information including UnionPay Card card number, merchant name, transaction date, transaction amount etc. or the information provided by Cardholders is insufficient. Cardholders will not be able to redeem Cash Voucher for whatever reason. 4. Eligible amount is calculated based on individual UnionPay Card card number and will only include the actual spending amount (only include the net payment amount after deduction of applicable discounts, privileged coupons or cash coupons). The transaction amount by the primary and supplementary card under the same Cardholder will be calculated separately. 5. Split transactions will not be accepted. Transaction from the same merchant cannot be split into multiple sales invoices or sales slips to participate in the promotion. Each sales invoice or sales slip can only be registered for the offer once, and multiple registrations of the same sales invoice and/or sales slip are not accepted. 6. Cancelled, refunded, forgery and unsettled transactions are not eligible for voucher redemption. If only deposit is paid in that transaction, the eligible amount is the paid deposit on the same day, instead of the total amount of the transaction. The remaining balance cannot be used to participate in any other promotional activities. 7. All original copies of merchant sales invoices will be stamped by staff members at the redemption counter after redemption. Cardholders cannot request for refund from merchants with the stamped sales invoices. Balance of the transaction amount that exceeds the minimum spending requirement cannot be used in other promotion. 8. A total of 4,000 pcs HK\$500 eslite Cash Voucher is available for redemption with daily quota while stock lasts in a first-come-first-served basis. 9. Cash Voucher is valid until 31 December 2016. Individual terms and conditions applied to the Cash Voucher. Please refer to the back of the Cash Voucher. The Cash Voucher is only applicable to eslite Bookstore and designated consignment counters. Please contact the eslite Bookstore for the list. 10. Damaged or photocopied Cash Vouchers will not be accepted. Cash Vouchers will not be re-issued in case of loss or damage, and cannot be cancelled, altered, transferred, refunded or exchanged for cash under any conditions once they are issued. 11. Each Cash Voucher can be used once only and shall be collected by merchants after being used. No minimum spending is set for using Cash Vouchers. Any unused balance will be forfeited. 12. Any outstanding balance after deducting the face value of the Cash Vouchers must be settled by an eligible UnionPay Card via UnionPay network. 13. UnionPay Hong Kong and eslite Bookstore reserve the right to substitute the Gift/Cash Vouchers with other gifts at equal value without prior notice. 14. In case of fraud or abuse, UnionPay Hong Kong and eslite Bookstore reserve the right to disqualify the Cardholders immediately and retain the right for legal action. For any disqualified redemption/Cardholder, UnionPay Hong Kong and eslite Bookstore reserve the right to retrieve the Cash Vouchers. 15. UnionPay Hong Kong shall not be responsible for any matters in relation to the related products or services. eslite Bookstore and respective consignment counters are solely responsible for all obligations and liabilities related to the goods and services provided. 16. The Promotion is bound by the above terms and conditions. UnionPay Hong Kong and eslite Bookstore reserve the right to cancel, revise or suspend all or any part(s) of the Promotion, or the terms and conditions herein contained, at any time without prior notice or reason.

Terms and Conditions of Privilege 2: 1. Unless specified, the merchant offers are valid from 1 April to 30 June 2016 (both dates inclusive). 2. The offers are only applicable at designated merchants at eslite Causeway Bay Store, eslite spectrum Tsim Sha Tsui Store and eslite spectrum Tai Koo Store respective consignment counters. 3. To enjoy the offers, Cardholders must present the UnionPay Card and pay via UnionPay network. 4. The offers cannot be used in conjunction with promotion for members or other promotions. 5. The offers carry no cash value and cannot be exchanged for cash or other offers. 6. Offers and gifts are only available while stock lasts. Merchants reserve the right to replace the gift item with other gifts without prior notice. 7. Individual terms and conditions applied to merchant offers. Please refer to respective merchant offer details or check with merchants. 8. In case of any dispute, the decision of UnionPay Hong Kong and eslite Bookstore shall be final.

Terms and Conditions of Cash Voucher Redemption with Sales Slip from Taiwan: 1. Taiwan Promotion is applicable to all UnionPay credit and ATM cards issued in Hong Kong (card number starting with 62, refers to "UnionPay Card issued in HK"), except for the RMB cards issued by specific Hong Kong card issuing institutions. 2. During 15 March to 15 May 2016 (refers to "Transaction Period"), Cardholders are eligible to redeem complimentary HK\$150 eslite Cash Voucher upon spending of NT\$5,000 (A maximum of 5 sales invoices from the same UnionPay Card) in Taiwan with UnionPay Card issued in HK. Cash voucher redemption is valid from 1 April to 30 June 2016 (refers to "Redemption Period"). Each cardholder is eligible to redeem the cash voucher twice only with the same UnionPay Card. The accumulated valid transactions (a maximum of 5 sales slips) can redeem cash voucher once only. 3. Cardholder must present the valid sales slip dated within 15 March to 15 May 2016 and the corresponding UnionPay Card bearing the same card number as the sales slip in person at any eslite Bookstores in Hong Kong during Redemption Period. Redemption is valid after verification by staff members. Expired sales slips will not be accepted. 4. Eligible amount is calculated based on individual UnionPay Card card number. The transaction amount by the primary and supplementary card under the same Cardholder will be calculated separately. Eligible amount will only include the actual spending amount (only include the net payment amount after deduction of applicable discounts, privileged coupons or cash coupons). 5. Merchant invoices from the following merchants or transactions will not be accepted for the promotion: purchase of gift certificates (ie. cake cards, cash vouchers), bank service, any value-added services, online purchase, email or phone ordering, cancelled or refunded transactions and other categories defined by UnionPay Hong Kong. 6. Cancelled, refunded, forgery and unsettled transactions are not eligible for voucher redemption. 7. Sales slips that are damaged, out-dated and unable to show clearly the transaction dates, time, amounts, currencies or without showing any card numbers are not acceptable. 8. The first 6 and last 4 digits or the first 12/16 digits of UnionPay card number, Cardholders' name, information on merchant and sales slips will be collected for internal audit at redemption. 9. The personal information collected will be kept of eslite Hong Kong and only be used for this promotion. 10. A quota of 1,300 is available for redemption while stock lasts in a first-come-first-served basis. 11. Cash vouchers will not be re-issued in case of loss or damage, and cannot be cancelled, altered, transferred, refunded or exchanged for cash under any conditions once they are issued. 12. The terms and conditions of cash vouchers apply, please refer to the back of the cash vouchers for details. The cash vouchers cannot be exchanged for cash in any cases and are bound by the terms and conditions set by the service providers. 13. Participation in the activity constitutes an acceptance of all terms and conditions of the activity. 14. In case of fraud or abuse, UnionPay Hong Kong and eslite Bookstore reserve the right to disqualify the Cardholders immediately and retain the right for legal action. For any disqualified redemption/Cardholder, UnionPay Hong Kong and eslite Bookstore reserve the right to retrieve the Cash Vouchers. 15. UnionPay Hong Kong shall not take any responsibility for any dispute related to promotion mechanism. 16. UnionPay Hong Kong and eslite Bookstore reserve the right to cancel, revise, suspend or terminate all or any part(s) of the Promotion, or the terms and conditions herein contained, at any time without prior notice or reason. In case of any disputes, the decision of UnionPay Hong Kong and eslite Bookstore shall be final and binding on all parties concerned. In case of discrepancies between the English and Chinese versions of these terms and conditions, the Chinese version shall prevail.

Location and time of cash vouchers redemption counter:

Redemption location	Opening hours
8/F, eslite Causeway Bay Store	Sun to Thur 10am-10pm Fri, Sat and Public Holidays' eves 10am-11pm
2/F, eslite spectrum Tsim Sha Tsui Store	Mon to Sun 10am-10pm
G/F, eslite spectrum TaiKoo Store	Mon to Sun 10am-10pm



Enjoy Reading and Shopping with UnionPay Card at eslite Hong Kong



www.unionpayintl.com/hk
A Global Payment Network

From 1 April to 30 June 2016, spend with your UnionPay Credit or ATM Card (card number starting with 62) at eslite Causeway Bay Store, eslite spectrum Tsim Sha Tsui Store and eslite spectrum Tai Koo Store to enjoy cash voucher redemption and exclusive shopping offers!

Privilege 1

HK\$50 eslite Cash Voucher upon single spending of **HK\$500** or above on Saturdays and Sundays

Remarks: Each cardholder is eligible to redeem cash voucher once only with the same UnionPay Card each day.

Privilege 2

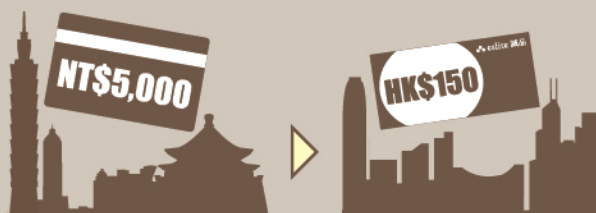
Up to **15% off** on designated books and consignment counter products

Remarks: For updated offer details, please refer to in-store promotion materials.

Cash Voucher Redemption with Sales Slip from Taiwan

From 15 March to 15 May 2016, receive a complimentary **HK\$150 eslite Cash Voucher** at eslite Hong Kong upon spending of **NT\$5,000[#]** or above in Taiwan with UnionPay Cards issued in Hong Kong.

Transaction Period in Taiwan
15 March to
15 May 2016



Redemption Period
1 April to
30 June 2016

[#]A maximum of 5 sales slips from the same UnionPay Card can be accumulated. Presentation of original copies of sales slips and corresponding UnionPay Card are required upon redemption. Remarks: 1. Each cardholder is eligible to redeem the cash voucher twice only with the same UnionPay Card. The accumulated valid transactions (a maximum of 5 sales slips) can redeem cash voucher once only. 2. Cash vouchers are available while stock lasts on a first-come-first-served basis.