



Terms and conditions – “West Side Story” Promotion (“this Promotion”)

1. This Promotion will run from 1 March to 15 April 2010, inclusive of both dates (“Promotion Period”).
2. This Promotion is open to holders of HSBC Premier MasterCard Credit Card, HSBC Visa Platinum Credit Card, HSBC Gold Credit Card and HSBC Classic Credit Card (“Participating HSBC Credit Cards”) issued by HSBC Bank Malaysia Berhad (“HSBC”) (hereinafter referred to as the “Eligible Cardholder”).

3. Prizes: Free West Side Story Musical tickets

- a) Two (2) free West Side Story Musical tickets (up to a maximum of Four (4) tickets per primary credit cardholder for the Promotion Period) for Eligible Cardholders who fulfill the qualifying conditions in clause 4 below.
- b) The free West Side Story Musical ticket(s) is also subject to the following conditions:
 - i. Performance dates:

Performance Date	Performance Time	Venue
1) Thurs 13th May 2010	8.30pm	Istana Budaya, Kuala Lumpur
2) Fri 14th May 2010	8.30pm	Istana Budaya, Kuala Lumpur
3) Sat 15th May 2010	8.30pm	Istana Budaya, Kuala Lumpur
4) Sat 15th May 2011	3.00pm	Istana Budaya, Kuala Lumpur
5) Sun 16th May 2010	8.30pm	Istana Budaya, Kuala Lumpur
6) Sun 16th May 2010	3.00pm	Istana Budaya, Kuala Lumpur
5) Thurs 20th May 2010	8.30pm	Istana Budaya, Kuala Lumpur
6) Fri 21st May 2010	8.30pm	Istana Budaya, Kuala Lumpur
7) Sat 22nd May 2010	8.30pm	Istana Budaya, Kuala Lumpur
8) Sat 22nd May 2010	3.00pm	Istana Budaya, Kuala Lumpur
9) Sun 23rd May 2010	8.30pm	Istana Budaya, Kuala Lumpur
10) Sun 23rd May 2010	3.00pm	Istana Budaya, Kuala Lumpur

- ii. Tickets will be allocated randomly by system;
- iii. HSBC will not entertain any request from Eligible Cardholders to change ticket performance date and time from the specific date and time stated on the tickets allocated to them; and
- iv. The free West Side Story Musical tickets are for seats in the RM390 category and will be accorded to Eligible Cardholders who satisfy clause 4 below on a ‘first-come, first-serve’ basis.

4. Qualifying conditions:

HSBC credit cardholders:

- a) To participate in the Promotion, an Eligible Cardholder must first register by SMS. The registration process is as follows: SMS ‘West <space> Your 16-digit HSBC Credit Card number’ to 33213.
- b) The Eligible Cardholder will receive a confirmation SMS. The confirmation SMS will be sent to the number that was used by the primary credit cardholder for the registration process.
- c) Once registered, the Eligible Cardholder must charge a minimum of RM6,000 in a single receipt or in accumulated spend to his HSBC credit card(s) in transactions which fall under the definition of “Eligible Spending” in clause 4 (i) below in a Participating Week within the Promotion Period to qualify to win Two (2) free West Side Story tickets, (subject to availability).
- d) The Eligible Cardholders who meet the criteria in clauses 4 (a), 4 (b) and 4 (c) above will be eligible to receive Two (2) free West Side Story tickets worth RM390 each while stocks lasts. Eligible Cardholders will be notified that they are entitled to the tickets and will be given a unique code by way of SMS before the third week of April 2010. This SMS will be sent to the number that was used by the primary credit cardholder for the registration process. Details of ticket collection will be informed to the Eligible Cardholder by way of the same SMS. The Eligible Cardholder will be required to quote the unique code when collecting the ticket(s).

- e) The free West Side Story tickets are limited to the following number of winners per week based on the following participating dates:

Participating Weeks	No of winners
1 March to 6 March 2010	70
7 March to 13 March 2010	70
14 March to 20 March 2010	70
21 March to 27 March 2010	70
28 March to 3 April 2010	70
4 April to 10 April 2010	70
11 April to 15 April 2010	70

- f) Each Eligible Cardholder can win a maximum of Four (4) tickets throughout the Promotion Period.
- g) Each SMS sent by the Eligible Cardholder for registration purposes costs RM0.30.
- h) SMS registration can be performed by primary credit cardholders only.
- i) Spend is calculated based on total consolidated amount (charges for all transactions using primary and supplementary credit cards, i.e. for HSBC credit cardholders who have multiple credit card accounts, spending by all primary and supplementary credit cardholders will be consolidated and will not be viewed individually).

For example, if cardholder A has an HSBC Gold MasterCard, HSBC Gold Visa credit card, HSBC Platinum Visa credit card and 2 supplementary credit cards, all transactions made using any of those credit cards will be consolidated and not viewed individually.

- j) The Eligible Spending for this Promotion are those which:
- Are charged to HSBC Premier MasterCard credit card, HSBC Visa Platinum credit card, HSBC Gold credit card and HSBC Classic credit card ("Participating HSBC credit cards") only;
 - Are made within the Promotion Period only; and
 - Includes zero percent (0%) instalment plans, balance transfer and cash advance;
 - Excludes finance fees, credit card annual fee payments and standing instructions/auto-billing
- k) The Eligible Cardholder is eligible to win Two (2) free West Side Story tickets upon fulfillment of the qualifying conditions as per clause (4) above within the Promotion Period and while stocks last with regards to the Free West Side Story tickets.

5. The following terms and conditions shall apply to the free West Side Story ticket(s):

- The free West Side Story ticket(s) is provided on an 'As Is' basis.
- The free West Side Story ticket(s) is not exchangeable for cash or credit.
- HSBC shall not be held liable for any mishaps, injuries or accidents that may occur in the redemption or use of Free West Side Story ticket(s) in this Promotion.
- HSBC expressly excludes and disclaims, to the fullest extent permitted by law, any representations, warranties or endorsements, express or implied, written or oral, including but not limited to, any warranty of quality, merchantability or fitness for a particular purpose in respect of the free West Side Story ticket(s).
- Any loss or damage of the Free West Side Story ticket(s) is passed on to the Eligible Cardholder upon receipt of the same.
- The free West Side Story ticket(s) may be subjected to further terms and conditions stipulated by the supplier with notice given to the Eligible Cardholder.

General Terms

6. HSBC reserves the right to publish or display the name, picture, identification number and city of residence of the Eligible Cardholders/recipients of the free West Side Story ticket(s) for this Promotion for HSBC's advertising and publicity purposes in any media. By participating in this Promotion, the Eligible Cardholders/recipients of the free West Side Story ticket(s) hereby consent to and agree that HSBC shall be at liberty to publish their names, pictures, city of residence and identification numbers without compensation for HSBC's advertising and publicity purposes in any media.
7. The Eligible Cardholders agree to be bound by these Terms and Conditions and any decisions of HSBC by participating in this Promotion.
8. HSBC's decision on all matters relating to this Promotion, including but not limited to the eligibility of participation, and/or recipient of the free West Side Story ticket(s) for this Promotion, and in case of any dispute, is final and binding on all Eligible Cardholders of this Promotion and no correspondence will be entertained.
9. HSBC reserves the right at its absolute discretion to vary, delete or add to any of these Terms & Conditions with 3 days prior notice.
10. These Terms and Conditions, which may be amended from time to time pursuant to clause 9, shall prevail over any provisions or representations contained in any other advertising or promotional materials for this Promotion.
11. These Terms and Conditions are in addition to the Cardholder's Agreement which regulates the provision of credit card facilities by HSBC. In the event of inconsistency between these Terms and Conditions and the said Agreement, these Terms and Conditions shall prevail in so far as they apply to this Promotion.
12. HSBC shall not be liable for any loss or damage due to any act of God, war, riot, strike, terrorism, epidemic, lockout, industrial action, fire, flood, drought, storm or any events which are caused by factors beyond the reasonable control of HSBC.
13. HSBC reserves the right to cancel, terminate or suspend this Programme with 3 days prior notice. For the avoidance of doubt, cancellation, termination or suspension by HSBC of this Programme shall not entitle the Eligible Cardholder/potential winners/winners to any claim or compensation against HSBC for any and all losses or damages suffered or incurred by the Eligible Cardholder/potential winners/winners as a direct or indirect result of the act of cancellation, termination or suspension.
14. HSBC shall not be liable for any losses or damages (including, without limitation, loss of income, profits or goodwill, direct or indirect, incidental, consequential, exemplary, punitive or special damages of any part including third parties) howsoever arising, whether in contract, tort, negligence or otherwise, even if HSBC has been advised of the possibility of such damages in advance, and all such damages are expressly included.
15. The Eligible Cardholders/ recipients of the Free West Side Story ticket(s) under this Promotion shall be personally responsible for all taxes, rates, government fees or any other charges that may be levied against them under applicable laws or regulations, if any, in relation to this Promotion.
16. In the event of any inconsistency, conflict, ambiguity or discrepancy between English and Bahasa Malaysia version of these Terms and Conditions, the English version of these Terms and Conditions shall prevail.