

Sales Bulletin

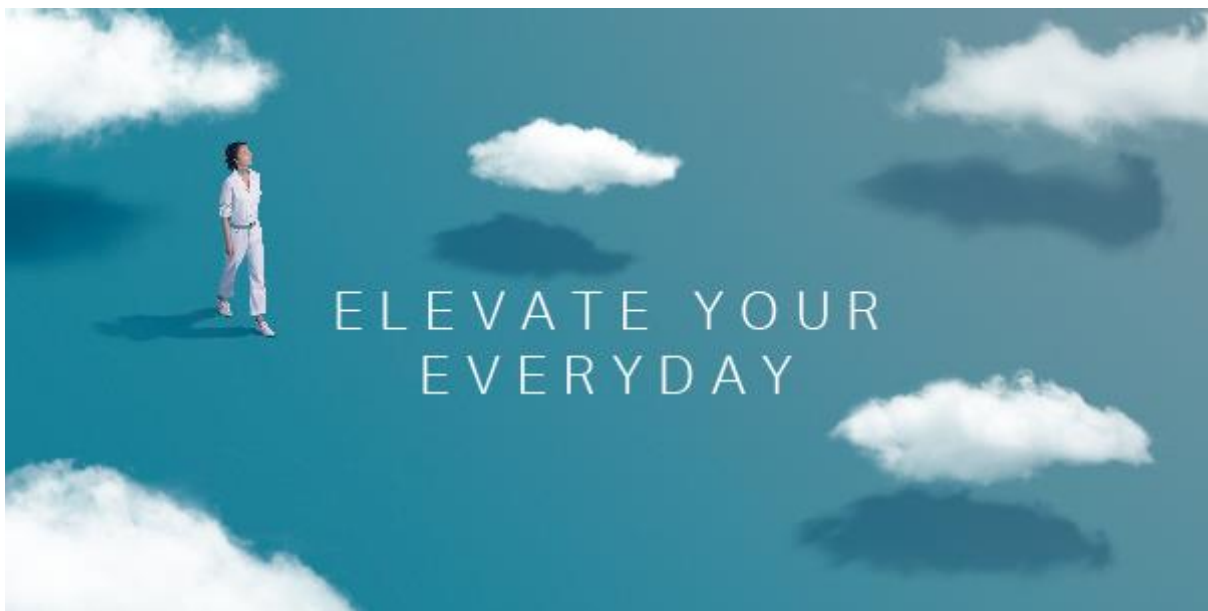


To : Hong Kong & Macau BSP Agents
Date : 15 February 2022

From : Sales & Distribution
Ref : DK / SB - 02 / 013

To : Trade Partners

Elevated membership programme and important changes to Business Plus



Dear Valued Travel Partner,

In July 2022, a new era of Cathay Pacific takes flight. We are bringing together the best of Marco Polo Club and Asia Miles under a single, unified membership.

By becoming a Cathay member, your customers will continue to enjoy access to many of the exclusive services and rewards they have always loved. But there is far more on offer now, at every level of membership. Find out more about the new membership benefits on [our website](#).

As one of Cathay Pacific's loyalty programmes that rewards your business travel, we are also making some changes to Business Plus to ensure a smooth transition.

Reconnecting with Business Plus

As **Registered users (non-Asia Miles / Marco Polo Club members)** will no longer be able to log onto the Business Plus portal with their credentials, please remind your customers to sign up for an Asia Miles membership via [this link](#) before April 2022 so that they can be re-connected with the Business Plus portal automatically. They will become Cathay Green members in July 2022.

What are the changes to your customers' memberships?

For **Marco Polo Club Silver or above members**, all their existing benefits will remain unchanged. We are extending their memberships to 31 December 2022 and renewing the club points as well as unused mid-tier benefits, so they will retain all of their exclusive privileges. They will also immediately unlock access to a range of new lifestyle experiences and rewards.

Marco Polo Club Green members can continue to enjoy their benefits until the end of their membership year. After that, they will switch to the new Cathay Green member benefits, which includes priority online check-in and access to exclusive ticket deals. While they will retain existing benefits such as extra-legroom seats and extra luggage redemption, they will no longer have access to Premium Economy check-in counters, priority boarding and lounges.

If your customers are **Asia Miles members** but not Marco Polo Club members, they will become Cathay Green members automatically in July 2022. There is no joining fee – your travellers can start earning Asia Miles and Status Points right away. Their Asia Miles balance will also be transferred to their Cathay member profiles.

Deadlines to redeem Marco Polo Club Green memberships

As we transition to the new Cathay membership programme, we will no longer offer Marco Polo Club Green membership as one of the Business Plus rewards after 1 May 2022. Here are some important deadlines to note:

- Your customer's company can still earn Marco Polo Club Green memberships by **30 April 2022**.
- Please assign any remaining Marco Polo Club Green memberships to your customers by **31 May 2022**.
- Your customers will have to accept their assigned Marco Polo Club Green memberships no later than **14 June 2022**.

Updates on eligible fare type

We are also updating our terms and conditions on the eligible fare type for Business Plus points earning and rewards redemption. For any flights booked and for travel on or after **1 March 2022**, please note that tickets in the **student fare, youth fare and cruise fare categories** shall no longer be able to earn Business Plus points or be redeemed for Business Plus rewards on such fare. Please find the details on [our website](#).



Should you have any questions, please do not hesitate to contact your account manager.

Thank you for your continued business and partnership, and we wish to welcome your customers on board soon.

Yours sincerely,

Business Plus Customer Team