

## HSBC Credit Card “Red Hot Chef” Reality Show - Terms and Conditions

The Hongkong and Shanghai Banking Corporation Limited (the “Bank”) is the organizer of HSBC Credit Card “Red Hot Chef” Reality Show (the “Event”). The Event is open to local restaurants in Hong Kong that meet the requirements outlined below (the “Participating Restaurant(s)”). The Event will commence with an open recruitment process, and subsequently with eight (8) finalists (the “Finalists”) to be selected from the Participating Restaurants by the judging panel appointed by the Bank based on the selection criteria outlined below. The designated chef (the “Representative(s)”) from the Finalists will participate in a cooking competition (the “Competition”) that will be recorded and broadcasted afterwards. The winning restaurant (1 winner), represented by its Representative, will receive HK\$1 million worth of restaurant promotions (the “Reward”), which will be determined and arranged by the Bank in the form of advertising package, for promoting the winning restaurant.

Participating Restaurant can register for the Event through the designed registration channel announced by the Bank. Before participating, the Participating Restaurants must carefully read and fully understand the terms and conditions set below. By enrolling in the Event, the Participating Restaurants are deemed to have read, fully understood and agreed to be bounded by the Terms and Conditions.

### Important Dates of the Event

1. Event period: 24 February 2025 to 30 September 2025, or until the final date of the Competition, whichever is earlier.
2. Open recruitment period: 24 February 2025 to 30 April 2025 (both dates inclusive).
3. Announcement of the Finalists: on or before 30 June 2025 (subject to the final date announced by the Bank).
4. Date of the Competition: on or before 30 September 2025 (subject to the final date announced by the Bank).

### Entry Requirement

5. Participating Restaurants must meet the following requirements to be eligible for the Event:
  - a. Must be a legally operating restaurant in Hong Kong and hold a valid restaurant licence (except for a provisional licence);
  - b. Must meet the Hong Kong SAR Government’s definition of a small and medium-sized enterprise (i.e. employing no more than 50 employees);
  - c. Must be operating, have a physical store, and be open to the public during the event period;
  - d. Must support credit card, MasterCard debit card and/or PayMe payments in the store; and

- e. Must agree that the Bank may use the relevant information (including but not limited to the restaurant name, trademark, photos, videos or text introduction, etc.) provided by the Participating Restaurant after registration for distribution through the Bank and related third party's promotional channels during the event period. The Bank does not guarantee that the above information will be distributed through the Bank and/or related third party's promotional channels and reserves the right to decide whether to release the above information through the relevant promotional channels.
- 6. The Bank reserves the right to request Participating Restaurants to provide relevant evidence of the above conditions, or to waive and/or relax the above conditions based on the information provided by individual participating restaurants, without providing any explanation for the decision and without prior notice.

### **Information about the Enrollment and Requirement**

- 7. Participating Restaurants must provide the following information to the Bank, by sending email titled as "Red Hot Chef" to the email address (redhotchef@lime-communication.com) of Lime Communication Limited, a third party service provider (the "3<sup>rd</sup> Party Service Provider") which appointed by the Bank, in order to enroll into the Event. The required information includes:
  - a. Name of the Participating Restaurant;
  - b. Logo/Trademark of the Participating Restaurant;
  - c. Address of the physical store;
  - d. Introduction of the Participating Restaurant and the signature dish(es) (within 100 Chinese characters or 500 English words);
  - e. 3 photos of the signature dish(es) (the size of each photo must be at least 1MB and in JPEG/PNG format);
  - f. Name and half-length portrait of its designated chef, who will serve as the Representative and participate in the Competition if shortlisted (photo specifications same as above); and
  - g. Contact person, and the contact number and email address.

The 3<sup>rd</sup> Party Service Provider will contact the Participating Restaurant within 2 weeks after receiving the above enrollment information, to further verify the information submitted by the Participating Restaurants. If the Participating Restaurants have not received any notifications 2 weeks after submitting the information, please contact the Bank on or before 30 April 2025. The Bank shall not be liable for any loss of eligibility due to delay in notifying the Bank.

- 8. Upon preliminary review by the Bank, the 3<sup>rd</sup> Party Service Provider will contact the Participating Restaurants to provide the following valid supporting documents to further confirm their eligibility, including:
  - a. Certificate of Business Registration

b. Valid Restaurant License

Once the Bank verified the above documents, the 3<sup>rd</sup> Party Service Provider will confirm the Participating Restaurants' enrollment by email. The result will be determined at the Bank's discretion. The Bank reserves the right to make the final decision, without providing explanations or prior notice.

9. The Representatives must be employed by the Participating Restaurant at the time of enrollment and during the event period. Once the Participating Restaurant have submitted the Representative of their choice, no change will be allowed within the event period.
10. The Participating Restaurants must ensure the legality and validity of the information they submit. The Bank is not responsible for any disputes arising from the failure of Participating Restaurants to provide relevant documents or information as required before the deadline, or the legality and validity of the information provided, which leads to invalidation of registration or cancellation of participation qualification. The Bank reserves the right to make the final decision on the registration qualification, without providing explanations or prior notice.
11. Once the enrollment information is submitted, the Participating Restaurants are deemed to understand and consent to the Bank's use of enrollment information for the purposes of promotion, administration, preparation and implementation of the Event. The Bank may also disclose the information to third parties, including external service providers, website developers or other parties engaged to assist with the development, organization and administration of the Event. The use of any personal data collected are to be in accordance with the Notice of Personal Data (Privacy) Ordinance (<https://www.hsbc.com.hk/en-hk/legal/privacy-security/>), and all personal data collected shall be properly destroyed within 6 months after the end of the Event.

### **Information about the Selection and Competition**

12. After the open recruitment period, the Bank will conduct selection of the Participating Restaurants through its appointed judging panel, which is composed of food critics, professionals from catering, financial and other industries. The judging panel will conduct a first round of screening based on the information submitted by the Participating Restaurants. The selection criteria include but not limited to the Participating Restaurant's unique features, the characteristics, creativity and composition of its signature dishes. The judging panel will randomly sample those Participating Restaurants that have passed the first round of screening, and the eight (8) Participating Restaurants with the highest ratings will become the Finalists, along with their Representatives, to compete in the Competition. During the selection process, the Participating Restaurants may need to cooperate with the Bank's filming arrangements, and the process may be filmed and published by the Bank in any manner.
13. The Finalists will be notified individually by the Bank and are required to sign a separate contract to be prepared by the Bank, committing to fulfill the relevant responsibilities and obligations outlined in the contract, including but not limited to filming arrangements and confidentiality obligations, before they can enter the Competition. The Competition will be filmed and published by the Bank in any manner. The details of actual filming and competition arrangements will also be announced at that time.

## Other Important Information about the Event

14. Participating Restaurants and their related personnel shall not upload any defamatory, libelous, obscene, pornographic, blasphemous, threatening or illegal materials (whether photos related to the Event or any comments/marks related to the Event), or any materials that may constitute or encourage conduct that may be considered a crime or give rise to civil liability, and shall not engage in any conduct that violates and fails to comply with the laws and regulations of Hong Kong SAR, or has any negative impact on the Bank/the judging panel/any co-organizers and organizations of this Event, or has any conflict of interest with the parties to this Event. Otherwise, the Bank will immediately disqualify the Participating Restaurants without further explanation or prior notice.
15. By entering this Event, the Participating Restaurants agree to release, discharge, exempt and hold harmless the Bank and its partners, affiliates, subsidiaries, advertising agencies, agents and their employees, officers, directors, and representatives (to the extent applicable) from any claims, direct or indirect losses, and damages arising out of their participation in this Event or any Event-related activities and the acceptance and use, misuse, or possession of the Reward hereunder. In case of dispute arising out of the offer(s), the Bank's decision shall be final and conclusive.
16. If a Participating Restaurant ceases operations during the event period, it will immediately lose its eligibility to participate and its rights to receive the Reward. The Bank reserve the right of final decision regarding the re-selection, adjustment of the enrolled list of Participating Restaurants, and distribution of the Reward without any explanation or notification.
17. The Reward is not transferable, non-negotiable and cannot be exchanged for cash, other products or offers. If the Reward is unavailable for any reason, the Bank reserves the right to offer an alternative prize of equal value.
18. The Bank has the right to produce publicity related to the Event (including but not limited to videos, online and offline advertisements and any form of publicity) and publish it in any form at its sole discretion and reserves all rights in respect of the relevant publicity.
19. The Bank reserves the right to amend and interpret the rules, judging criteria, list of winners and Reward arrangements of the above Event. Any changes will be made without prior notice. In case of any disputes, the Bank reserves the right to make final decision.
20. These terms and conditions shall be governed by and construed in accordance with the laws of the Hong Kong Special Administrative Region ("Hong Kong"). In the event of any discrepancy or inconsistency between the English version and the Chinese version of the promotional materials and these terms and conditions, the English version shall prevail.

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