

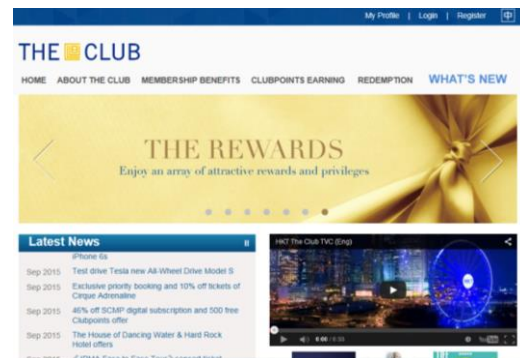
A CASE STUDY – HKT THE CLUB

The Club loyalty program – turn your rewards into charity gifts

- The Club, HKT's loyalty and rewards program, has partnered with Charitable Choice to offer its members opportunities to support a wide variety of charitable causes with their Clubpoints.
- By converting Clubpoints into a Charitable Choice donation, members are extending a helping hand to the needy in Hong Kong and mainland China through one of more than 40 charities.
- Offering an option of redeeming Clubpoints in support of the underprivileged completes a spectrum of exclusive benefits from The Club, making the rewards even more meaningful!
- As a socially responsible group, HKT is committed to contributing to the community continuously through sponsorship, volunteer services, community projects and environmentally friendly practices. The Group also strives to encourage its staff and customers to take part in charitable initiatives.

Charitable Choice support

- Charitable Choice partners with 40-plus local causes, enabling members of The Club to donate to a category of their choosing.
- Tax-deductible receipts are issued directly to members.
- Donation transactions are managed by Charitable Choice.



“ The Club provides an excellent opportunity to facilitate donations from those seeking to help the needy in the local community. Register as a member now at The Club website @ www.theclub.com.hk/register or download The Club mobile app – and start helping others. ”

HKT The Club

Call Charitable Choice now to discuss how we can support your company's client engagement, employee loyalty or corporate social responsibility initiatives while benefitting Hong Kong.

Please call +852 3575 9888 or email cheryl@charitablechoice.org.hk