



## American Express x Broadway Circuit Offer - Terms and Conditions

- American Express x Broadway Circuit Offer is only applicable for Basic and Supplementary Cardmembers of American Express Card issued by American Express International, Inc. ("**American Express**") in Hong Kong ("**Eligible Cards**", such cardholders, "**Eligible Cardmembers**"). American Express Corporate Cards, American Express Cards that are **not** issued in Hong Kong and credit cards bearing the American Express name, brand or logo issued by partners of American Express is not applicable to the offer.
- Offer (**as defined in clause 3 of the Terms and Conditions**) is valid from January 1, 2025, to December 31, 2025, both dates inclusive ("**Promotion Period**").
- During the Promotion Period, Eligible Cardmembers must settle the full payment with an Eligible Card ("**Eligible Transaction**") to enjoy the designated offers below (**collectively referred to as "Offer"**) at Broadway Circuit, GALA CINEMA, Premiere Cinemas, PALACE, MOVIE MOVIE, B+ cinema, and My Cinema ("**Participating Merchants**"):

Offer	Details	Eligible Cards
Offer 1	<b>20% savings on 3D, 2D and IMAX regular-priced movie tickets</b>	Basic and Supplementary Cards of Centurion® Card, The Platinum Card®, American Express® Platinum Credit Card, Blue Cash® Credit Card from American Express, American Express® I.T Cashback Card and American Express Charter Card issued by American Express International, Inc. in Hong Kong.
Offer 2	<b>10% savings offer on 4DX, 3D, 2D and IMAX regular-priced movie tickets</b>	All Basic and Supplementary Cards of American Express® Cards issued by American Express in Hong Kong. ( <b>EXCEPT</b> American Express® Corporate Cards, American Express Cards that are not issued in Hong Kong and credit cards bearing the American Express name, brand or logo issued by partners of American Express.)
Offer 3	<b>Buy-1-Get-1-Free offer on 3D, 2D and IMAX regular-priced movie tickets on every Fridays.</b>	Basic and Supplementary Cards of Centurion Card, The Platinum Card, American Express Platinum Credit Card and American Express Charter Card issued by American Express International, Inc. in Hong Kong.

- The offer is limited to a maximum of 8 tickets per day per Eligible Card, which includes movie tickets obtained through Offer 3 - Buy-1-Get-1-Free promotion (i.e., when purchasing 4 or more designated full-price tickets under Offer 3, each Eligible Card can receive up to 4 complimentary tickets per day).
- The offer is applicable only for purchasing movie tickets at Broadway Circuit ticket counters or via the websites of participating cinemas.
- To avoid confusion, below conditions and dates are **not applicable** to the Offer:
  - Movies that screening on: January 1, January 28 to February 5, December 18 to 31, 2025;
  - Movie tickets priced at HK\$35 or below;



- iii. Movie tickets purchased through cinema hotlines;
  - iv. All movies on Tuesday and Morning Shows, ("Morning shows" shall mean shows with a screening start time between 8 a.m. and 11 a.m. at PALACE ifc and MOVIE MOVIE Pacific Place and shows with a screening start time between 8 a.m. and 11:35 a.m. at all other participating cinemas.); and
  - v. Movies which are subject to special arrangements with film distributors. Eligible Cardmembers are advised to check with the respective cinemas on the validity of Offer before booking.
7. Offer 1 and Offer 3 are not applicable to VIP HOUSE, 4DX movies and movies screened at Film Festivals.
  8. Offer 2 is not applicable to VIP HOUSE and movies screened at Film Festivals.
  9. Offer 3 is only applicable to movies screening during the period commencing from every Friday 8 a.m. and ending on the following Saturday at 4 a.m. and to the same movie screening at the same time on Fridays.
  10. All Offers cannot be used in conjunction and cannot be combined with any other promotional offers.
  11. A handling fee will be charged by Cinema.com.hk Ltd. on bookings via websites of Broadway Circuit. Offer exclude the handling fee, which is to be borne by Eligible Cardmembers.
  12. If American Express and Edko Films Ltd. ("**Edko Films**") become aware, or have reason to suspect (in reasonable opinion of American Express and Edko Films), that a Cardmember:
    - a) made multiple bookings with a view to re-selling any movie ticket; or
    - b) is otherwise engaged in conduct which impacts on the fairness, integrity or proper conduct of these Offer, American Express and Edko Films may, in their absolute discretion, cancel or decline all the bookings made by the Cardmember without giving any reason thereon.
  13. Edko Films is solely responsible for all products, services, consultations and advice offered to Eligible Cardmembers. American Express is not the provider of any of these products and/or services herein and makes no representation or warranty in relation to the same.
  14. American Express shall not be liable for 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 complimentary offer, except for any liability which cannot be excluded by law.
  15. In case of any enquiry related to this Offer, please call the 24-hour enquiry hotline shown at the back of your Card or our customer service hotline at 2277 1010.
  16. American Express and Edko Films reserve the right to amend these terms and conditions, suspend or terminate the Offer at any time without prior notice.
  17. In case of any dispute, American Express and Edko Films reserve the right of final decision.
  18. In the event of any inconsistency between the English and Chinese versions of these Terms and Conditions, the English version shall prevail.



## 美國運通 x 百老匯院線優惠 - 條款及細則

1. 美國運通 x 百老匯院線優惠只適用於持有由美國運通國際股份有限公司（「美國運通」）於香港簽發的基本卡及附屬卡（「合資格卡」）之卡會員（「合資格卡會員」）。不適用於美國運通公司卡、並非於香港簽發的美國運通卡以及由美國運通特許發卡公司於香港簽發印有美國運通公司名稱、品牌或商標的運通卡。
2. 優惠（於條款細則 3 內所定義）適用於 2025 年 1 月 1 日至 2025 年 12 月 31 日，包括首尾兩天（「優惠期」）。
3. 優惠期內，合資格卡會員於百老匯院線、GALA CINEMA、Premiere Cinemas、PALACE、MOVIE MOVIE, B+ cinema 及 My Cinema（「參與商戶」）以合資格卡全數簽賬（「合資格簽賬」），可享以下指定優惠（以下統稱「優惠」）：

優惠	詳情	合資格卡
優惠一	3D、2D 及 IMAX 電影正價戲票 8 折	適用於由美國運通於香港簽發的 Centurion <sup>®</sup> 卡、美國運通白金卡、美國運通白金信用卡、美國運通 Blue Cash <sup>®</sup> 信用卡、美國運通 I.T Cashback 卡、美國運通 Charter 卡之基本卡及附屬卡。
優惠二	4DX、3D、2D 及 IMAX 電影正價戲票 9 折	所有由美國運通於香港簽發的美國運通卡之基本卡及附屬卡。（美國運通公司卡、並非於香港簽發的美國運通卡以及由美國運通特許發卡公司於香港簽發印有美國運通公司名稱、品牌或商標的運通卡除外。）
優惠三	逢星期五 3D、2D 及 IMAX 電影正價戲票買一送一	適用於由美國運通於香港簽發的 Centurion 卡、美國運通白金卡、美國運通白金信用卡、美國運通 Charter 卡之基本卡及附屬卡。

4. 優惠只適用於每張合資格卡每日最多 8 張戲票之交易，包括優惠三買一送一優惠所贈送的戲票（即是於優惠三購買 4 張或以上指定正價戲票，每張合資格卡每日可獲贈最多 4 張戲票）。
5. 優惠只適用於在百老匯院線的售票處或經其網站購買之戲票。
6. 為免產生疑問，優惠不適用於以下情況和日子：
  - i. 2025 年 1 月 1 日、1 月 28 日至 2 月 5 日、12 月 18 日至 31 日之電影場次；
  - ii. 任何 HK\$35 或以下戲票；
  - iii. 透過購票熱線購買之戲票；
  - iv. 所有星期二上映之電影及「早場」上映之電影（「早場」指早上 8 時至 11 時期間於 PALACE ifc 及 MOVIE MOVIE Pacific Place 開始上映、及早上 8 時至 11 時 35 分期間於其他院線開始上映之電影）；及



- v. 與電影發行商有特別協議之電影。合資格卡會員可於預訂前與有關戲院查詢優惠之有效性。
- 7. 優惠一及優惠三不適用於 VIP HOUSE、4DX 電影及電影節。
- 8. 優惠二不適用於 VIP HOUSE 及電影節。
- 9. 優惠三只適用於逢星期五上午 8 時至星期六凌晨 4 時之電影，及同一場次之電影。
- 10. 所有優惠不可同時使用，亦不可與其他優惠同時使用。
- 11. 透過百老匯院線網站購票，Cinema.com.hk Ltd. 將會收取手續費。優惠不適用於手續費，並需由合資格卡會員承擔支付。
- 12. 若美國運通及安樂影片有限公司（「安樂影片」）發現，或有理由懷疑（經美國運通及安樂影片合理分析）有關卡會員：
  - (a) 預訂多張電影戲票，並有意另行轉售；或
  - (b) 從事其他有損本優惠之公平性、完整性或正當性之行為，美國運通及安樂影片擁有絕對權利，不經任何理由說明，逕自取消或拒絕該卡會員所有的預訂。
- 13. 所有產品、服務、諮詢及建議均由安樂影片負責提供予卡會員。美國運通並非上述服務及/或相關產品之供應者，亦不對其作出任何表述或保證。
- 14. 因使用優惠（包括但不限於直接或間接）而造成的損失或破壞，或人身傷害，美國運通概不負責，法律規定之責任除外。
- 15. 如對此優惠有任何疑問，請致電卡背面顯示的 24 小時熱線或客戶服務熱線 2277 1010 查詢。
- 16. 美國運通及安樂影片保留隨時更改本條款及細則之權利，而不會作任何事先通知。
- 17. 如有任何爭議，美國運通及安樂影片將保留最終決定權。
- 18. 若本條款及細則之英文及中文版本如有任何差別，概以英文版本為準。