

TERMS & CONDITIONS

1. CAMPAIGN DETAILS

1.1 The "Traverse With Paramount" (hereinafter referred to as the "**Campaign**") is organised by the Paramount Group of Companies (hereinafter referred to as "**Paramount**").

1.2 The Campaign applies to selected projects developed by Paramount (hereinafter collectively referred to as the "**Participating Projects**") as follows:

- i) Greenwoods, Salak Perdana
- ii) Sejati Residences, Cyberjaya
- iii) Berkeley Uptown, Klang
- iv) The Atera, Petaling Jaya
- v) Bukit Banyan, Kedah
- vi) Paramount Embun Hills, Bukit Mertajam
- vii) Utropolis Batu Kawan, Penang

1.3 Units under affordable housing schemes (Rumah Mampu Milik / Rumah Idaman / Rumah Makmur Kedah) within the Participating Projects are excluded and are not eligible for this Campaign.

1.4 Campaign Period

The Campaign comprises two (2) components with different participation periods:

- i) **Asia Miles Campaign Period:** 1 January 2026 to 31 December 2026 (both dates inclusive); and
- ii) **Lucky Draw Campaign Period:** 1 May 2026 to 31 December 2026 (both dates inclusive),

unless otherwise notified by Paramount. Paramount reserves the right to vary the respective Campaign Periods at any time.

2. REWARDS

2.1 Type of Rewards

The rewards offered under this Campaign consist of **Asia Miles** and a Traverse Double Miles Bonus (**Lucky Draw Prize**) (collectively referred to as the "**Rewards**"), each subject to their respective Campaign Periods and eligibility criteria.

2.1.1 **Asia Miles**

- (i) Any purchaser who signs a Sale and Purchase Agreement ("SPA") during the Asia Miles Campaign Period shall be eligible to receive Asia Miles, subject to signing up as a Cathay member at <https://www.cathaypacific.com/>
- (ii) The number of Asia Miles awarded is based on the property purchase price as stated in the SPA, as follows:

	Property Purchase Price		Asia Miles Reward
a)	RM 400,001 to RM 800,000	:	10,000 Asia Miles
b)	RM 800,001 to RM 1,100,000	:	12,500 Asia Miles
c)	RM 1,100,001 to RM 1,300,000	:	15,000 Asia Miles
d)	RM 1,300,001 to RM 1,500,000	:	17,500 Asia Miles
e)	RM 1,500,001 to RM 2,000,000	:	22,500 Asia Miles

- (iii) Asia Miles entitlement is based on each SPA individually and shall not be combined across multiple SPAs.

2.1.2 Lucky Draw Prize

- (i) Any purchaser who signs an SPA during the Lucky Draw Campaign Period shall be eligible to participate in a monthly lucky draw conducted by Paramount for a chance to win double the Asia Miles earned from their property purchase, as determined in accordance with Clause 2.1.1 (ii) based on the purchase price stated in the SPA.

For illustration purposes only, the table below sets out examples of the Asia Miles entitlement and the corresponding doubled Asia Miles that may be awarded to a lucky draw winner, based on the applicable property purchase price tier.

	Property Purchase Price		Asia Miles Reward	Lucky Draw Prize (Doubled Asia Miles)
a)	RM 400,001 to RM 800,000	:	10,000 Asia Miles	20,000 Asia Miles
b)	RM 800,001 to RM 1,100,000	:	12,500 Asia Miles	25,000 Asia Miles
c)	RM 1,100,001 to RM 1,300,000	:	15,000 Asia Miles	30,000 Asia Miles
d)	RM 1,300,001 to RM 1,500,000	:	17,500 Asia Miles	35,000 Asia Miles
e)	RM 1,500,001 to RM 2,000,000	:	22,500 Asia Miles	45,000 Asia Miles

- (ii) The number of entries allocated to an Eligible Participant for the Lucky Draw Prize shall be determined based on the property purchase price as stated in the SPA and shall correspond to the applicable purchase price tier set out in the table below.

	Property Purchase Price		No. of Entries for the Lucky Draw Prize
a)	RM500,000 and below	:	One (1) entry.
b)	RM500,001 to RM1,000,000	:	Two (2) entries.

c)	RM1,000,001 to RM1,500,000	:	Three (3) entries.
d)	RM1,500,001 to RM2,000,000	:	Four (4) entries.

- (iii) Lucky draw winners shall be selected and announced on a monthly basis during the Lucky Draw Campaign Period. Winners will be notified via email and/or announced through Paramount's official social media channels.
- (iv) All entries that are not selected as winners in the monthly draw shall be automatically carried forward to subsequent monthly draws within the Lucky Draw Campaign Period. All entries shall remain valid until the end of the Lucky Draw Campaign Period, unless otherwise stated.
- (v) Each Eligible Participant may win the Lucky Draw Prize only once throughout the Lucky Draw Campaign Period. Upon being selected as a winner in any monthly draw, all remaining entries allocated to that Eligible Participant shall be automatically void, and the Eligible Participant shall no longer be eligible to participate in subsequent monthly draws.

3. ELIGIBILITY

3.1 Any purchaser shall be eligible to participate in the Campaign upon fulfilling the following conditions:

- a) The SPA for any unit under the Participating Projects is duly signed within the relevant Campaign Period; and
- b) The housing loan letter of offer has been accepted and signed (where applicable).

Any purchaser who satisfies the above conditions shall be referred to as the "**Eligible Participant**".

3.2 In the event of joint purchasers under a single SPA, all joint purchasers shall be treated as one (1) Eligible Participant for the purposes of this Campaign.

3.3 Where the purchaser under the SPA is a company, partnership or other legal entity, only one (1) director or authorised representative, as nominated by such entity, shall be deemed the Eligible Participant.

3.4 Employees of Paramount and their immediate family members (spouse, children and parents) are not eligible to participate in the Campaign.

4. REWARDS TERMS

4.1 The Rewards are not transferable, not exchangeable for cash, and not refundable for any reason whatsoever.

4.2 The Rewards may be subject to additional terms and conditions imposed by third-party providers, which shall apply in addition to these Terms and Conditions. Paramount shall not be responsible for any act of such additional terms and conditions by the third-party providers.

- 4.3 The Rewards shall only be issued upon the first disbursement of the purchaser's loan by the financier, or upon receipt by the developer/vendor from the purchaser of an amount equivalent to twenty per cent (20%) of the full purchase price as stated in the SPA, exclusive of any rebates, discounts, or incentives from the purchaser, whichever is earlier.

Any issuance of the Rewards shall be subject to verification and compliance with these Terms and Conditions.

- 4.4 All information relating to the Rewards is accurate at the time of publication. Any images, visuals or representations of the Rewards in marketing and promotional materials may be updated from time to time to reflect most current details of the Campaign. In the event of any inconsistency, the latest published Terms and Conditions or official updates issued by Paramount shall supersede all prior marketing materials.
- 4.5 Paramount reserves the right, at its sole discretion, to substitute or replace any Reward with another of similar value without prior notice or obligation to provide compensation.
- 4.6 Paramount excludes and disclaims all warranties, whether express or implied, in relation to the Rewards. All Rewards are accepted and used entirely at the sole risk of the Eligible Participant.
- 4.7 Any taxes, duties, fees or other charges imposed by any authority in connection with the Rewards shall be borne solely by the Eligible Participant.
- 4.8 Paramount does not guarantee the availability, usability or redemption value of Asia Miles, which are governed solely by the terms and conditions of Cathay and Asia Miles Limited.

5. DISQUALIFICATION

- 5.1 Paramount reserves the right to disqualify any Eligible Participant and revoke participation in the Campaign in the event that the Eligible Participant:
- a) cancels, rescinds or terminates the SPA for any reason whatsoever; or
 - b) fails to comply with, breaches, or is found to have contravened any of the Terms and Conditions stated herein.
- 5.2 If the SPA is cancelled or terminated after the Rewards have been issued, Paramount shall be entitled to deduct an amount equivalent to the value of the Rewards from any refund payable to the purchaser under the SPA.

If the value of the Rewards issued exceeds the amount of any refund payable, the purchaser shall, upon written notice from Paramount, be liable to pay the shortfall to Paramount within the period specified in such notice.

6. GENERAL

- 6.1 Paramount's decision on all matters relating to or arising from the Campaign, including eligibility, rewards, lucky draw results, shall be final, conclusive and binding. No correspondence or appeals shall be entertained.

- 6.2 Eligible Participants may be required, at Paramount's discretion, to attend presentations, ceremonies or publicity events. Failure or refusal to do so may result in forfeiture of the Rewards, without compensation to the Eligible Participants.
- 6.3 Paramount reserves the right, at any time to withdraw, cancel, suspend, extend or terminate the Campaign, in whole or in part, and to vary, amend or modify the Rewards and/or these Terms and Conditions without prior notice or compensation. Eligible Participants are advised to refer to www.paramountproperty.my for the latest updates.
- 6.4 Paramount shall not be liable for any loss, damage, or expense (including indirect, incidental or consequential loss) arising from or in connection with the Campaign. Paramount shall further not be liable for any failure, delay or disruption caused by events beyond its reasonable control, including acts of God, war, riot, strike, pandemic or system failure.
- 6.5 Certain Rewards may be provided by third-party vendors. Paramount makes no warranties or representations, express or implied, regarding such vendors or the Rewards provided by them. Any issues, claims or disputes relating to such Rewards shall be resolved directly between the Eligible Participant and the relevant vendor, at the Eligible Participant's own cost and risk.
- 6.6 Where applicable, the terms and conditions of third-party vendors shall apply. In the event of any dispute relating to such Rewards, the decision of Paramount and/or the relevant vendor shall be final.
- 6.7 These Terms and Conditions shall be governed by the laws of Malaysia, and Eligible Participants agree to submit to the exclusive jurisdiction of the Malaysian courts.
- 6.8 By participating in the Campaign, all Eligible Participants are deemed to have read, understood and agree to be bound by these Terms and Conditions.

7. PERSONAL DATA

- 7.1 By participating in the Campaign, the Eligible Participant acknowledges and understands that their personal data and sensitive personal data (collectively, "**personal data**") may be collected, processed, used, disclosed and retained by Paramount for the purpose of this Campaign and in accordance with Paramount's personal data protection notice, available at www.paramountproperty.my.
- 7.2 The Eligible Participant agrees that such personal data may be collected, used and disclosed by Paramount for the following purposes:
- a) purposes related to and in connection with the Campaign and the Rewards, including administration, verification and communication; and
 - b) marketing, advertising and promotional activities in any media, including but not limited to advertising, publicity materials, and audio/visual recordings across print, broadcast and digital platforms, without further consent or compensation.
- 7.3 The Eligible Participant agrees to participate in such reasonable publicity or promotional activities in connection with the Campaign, as required by Paramount.
- 7.4 The Eligible Participant shall comply with all applicable Malaysian laws, regulations and industry standards including without limitation the Malaysian Personal Data Protection Act 2010 ("**PDPA**") relating to the privacy, confidentiality or security of personal data, and shall comply

with the security principle under the PDPA, and implement appropriate safeguards and other security measures designed to: (a) ensure the security and confidentiality of personal data; (b) protect against any anticipated threats or hazard to the security and integrity of personal data and (c) protect against any actual or suspected unauthorised processing, loss, misuse, modification, alteration, destruction, disclosure, acquisition of or access to any personal data.

- 7.5 In the event of any personal data breach, the Eligible Participant shall notify Paramount as soon as practicable and, in any case, no later than seventy-two (72) hours of becoming aware of the breach as defined under the PDPA. The Eligible Participant also agrees to cooperate and assist Paramount in case of any investigations into the personal data breach.

8. ENQUIRIES

For more information, please contact:

Central Region

03 9212 0380 (Greenwoods, Salak Perdana)

03 9212 3098 (Sejati Residences, Cyberjaya)

03 2727 7512 (Berkeley Uptown, Klang)

03 9212 3110 (The Atera, Petaling Jaya)

Northern Region

04 441 3388 (Bukit Banyan, Kedah)

012 501 0733 (Utropolis Batu Kawan, Penang / Paramount Embun Hills, Bukit Mertajam)

or visit: www.paramountproperty.my