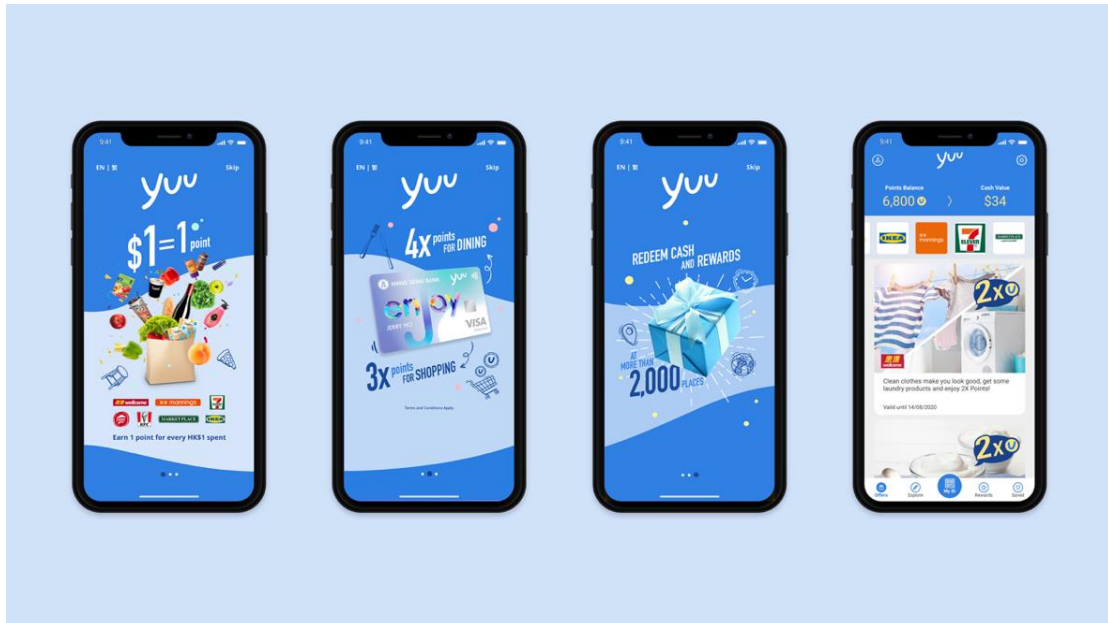




**DAIRY FARM IN PARTNERSHIP WITH HANG SENG AND JARDINE RESTAURANT GROUP  
LAUNCHES YUU, HONG KONG'S BIGGEST REWARDS CLUB EVER**



yuu connects over 10 brands, in over 2,000 shops and restaurants loved by Hong Kong customers

**Hong Kong, 30 July, 2020 – Today, Dairy Farm Group and its coalition partners Hang Seng Bank and Jardine Restaurant Group announces the launch of Hong Kong's biggest customer rewards club, yuu.**

The yuu rewards app is a free and easy-to-use platform that offers customers not just convenience, but great value as it connects over 10 brands loved by Hong Kongers, rewarding them everywhere they shop and order food from.

With over 2,000 shops and restaurants, members will earn more points, in more places, and redeem more rewards faster than ever before. This rewards club also offers customers a simple way to save money in the places they shop and order food from, and rewards members for their everyday spending, without changing any routines to their everyday life.

Joining the yuu universe are some of Hong Kong's favourite brands – Wellcome, Mannings, 7-Eleven, IKEA, KFC, Pizza Hut, Market Place by Jasons, Market Place, PHD, 3hree6ixty, Oliver's the Delicatessen, Jason's ichiba, Wellcome Delivers and Market Place Delivers.

In this exciting partnership, Dairy Farm Group has partnered with Hang Seng Bank to roll out a new **Hang Seng yuu enjoy credit card**, with which users can earn **3X the points** when they shop at Wellcome, Mannings, 7-Eleven, IKEA, Market Place by Jasons, Market Place, 3hree6ixty, Oliver's the Delicatessen, Jason's ichiba, Wellcome Delivers and Market Place Delivers, and **4X the points** when they order at KFC, Pizza Hut and PHD!

Today's launch also marks an important milestone for Dairy Farm Group's digital transformation, as yuu is the first digital platform that connects the Group's brands digitally, bringing exceptional value and convenience to all our customers. This mobile app yuu is truly a digital-first programme.

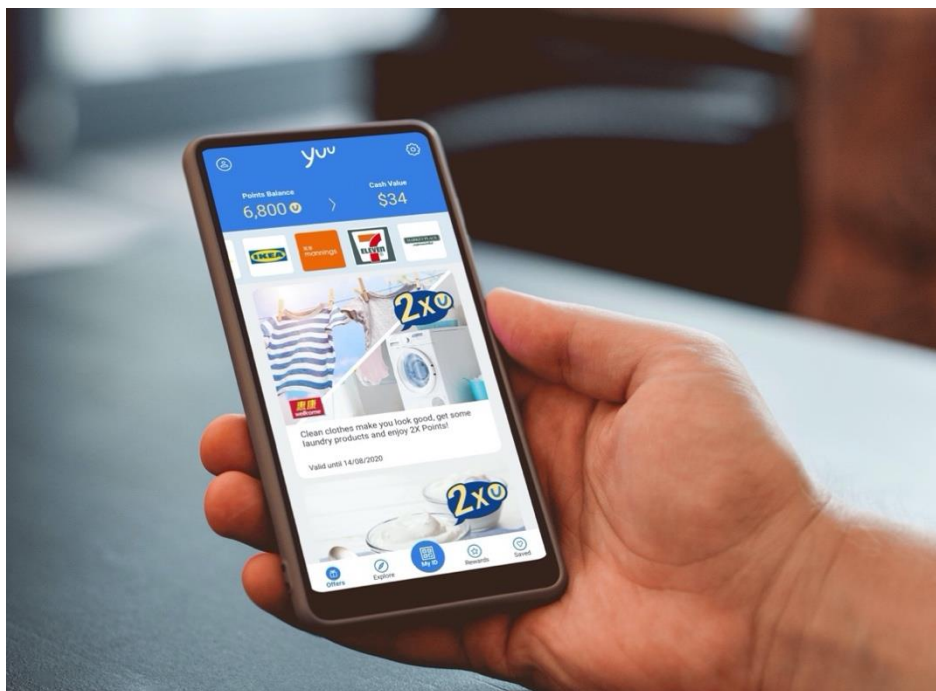
With just one app, customers can earn points and redeem personalised offers instantly in over 2,000 shops and restaurants, 24 hours a day across Hong Kong, with the transparent "1 point for HK\$1" earn rate.

"Today we are excited to announce the launch of yuu, Hong Kong's biggest customer rewards club ever. This marks a significant milestone for Dairy Farm as we have connected all our brands digitally, together with our partners, for the good of our customers in Hong Kong."

"Our goal is to continue to bring exceptional value, quality and convenience to all our customers. With over 2,000 places to shop and dine in, yuu members will earn more points, in more places, faster than ever before, in turn helping them to save money everywhere they go in Hong Kong." said **Ian McLeod, CEO of Dairy Farm Group.**

Margaret Kwan, Executive Director and Head of Wealth and Personal Banking at Hang Seng Bank, said: "Hang Seng would like to thank our customers for their long-time support, making enjoy Card the most widely-used and successful co-branded credit card in Hong Kong. Through the new enjoy Card and yuu Rewards Point Programme, we will be offering an exciting experience in which customers will be able to earn and redeem Reward Points faster. Customers will continue to enjoy up to 12% exclusive year-round discount offers at designated Dairy Farm merchant outlets. We look forward to introducing even more exciting and attractive rewards and benefits to our enjoy Card customers."

Not only is yuu the biggest digital-first rewards club in Hong Kong, but it also offers a number of special in-app features for a fun and contactless earn-and-redeem experience for those seeking value.



### **Customers Get yuu Offers Every Month**

Every month, the yuu rewards app will send offers, across different brands, to each member. The intuitive interface also allows yuu members to redeem rewards through a simple scan-and-go method at over 2,000 places in Hong Kong.

### **Setting A New Benchmark**

No physical cards will be needed with yuu, while the app also updates point balances instantly after each transaction. New users can download the yuu rewards app on their Apple or Android smartphones for free, and start earning rewards right away.

A special Share Points feature is also included in the app to help accelerate the point accumulation process. The feature allows customers to share points freely among friends, so they can redeem more rewards, faster.

### **yuu Give Back: Enabling Customers to Support Local Communities**

Donate points to select charities. As a rewards club for Hong Kongers, yuu and Dairy Farm Group are committed to empowering those in most need in the city. At launch, yuu is partnering with Foodlink Foundation and Helping Hand, focusing on the areas of ageing population, child development and meal donations in Hong Kong. yuu members can donate their points, as a convenient way to support those in need.

yuu is now available for download in App Store and Google Play Store. yuu is also available as a WeChat Mini Programme now.

To find out more about the yuu rewards programme and its special offers, please visit:

Website: [www.yuurewards.com](http://www.yuurewards.com)

Facebook: [www.facebook.com/yuurewards](https://www.facebook.com/yuurewards)

For high resolution photos, please visit:

[https://drive.google.com/drive/folders/127x-tO3EPeLyB4b3LX4OH\\_tfY\\_1Alhso?usp=sharing](https://drive.google.com/drive/folders/127x-tO3EPeLyB4b3LX4OH_tfY_1Alhso?usp=sharing)

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### **Key points**

- **Hong Kong's biggest rewards club** – over 10 brands, 2,000 shops and restaurants
- **Simple and transparent** – earn 1 point per HK\$1 spent
- **Bonus points!** – up to 4X points per HK\$1 spent with Hang Seng yuu enjoy card
- **Digital transformation** – Dairy Farm Group connects all brands on one digital platform
- **The yuu Universe** – 1 app, connecting Wellcome, Mannings, 7-Eleven, IKEA, Market Place, KFC, Pizza Hut, PHD and more. No more physical cards

- **Only for yuu** – up to 40 personalised offers every week
- **No more guessing** – real-time update of points balance on app
- **Earn faster, redeem more** – share points with friends
- **yuu Give Back** – yuu members will be able to donate points to support local charities

### **About Dairy Farm Group**

Dairy Farm is a leading pan-Asian retailer. The Group, together with its associates and joint ventures, operates over 10,000 outlets - including grocery retail, convenience stores, health and beauty stores, home furnishings stores and restaurants - employing some 230,000 people, and had total sales in 2019 exceeding US\$27 billion. Dairy Farm International Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. It is a member of the Jardine Matheson Group.