














Fact Sheet – 2013 Local Standing Order Service

(A) Early Bird Incentive Schemes

1. Bonus Scheme	
<ul style="list-style-type: none"> • Minimum order of HK\$50 for 2013 stamp products • Order received by 16 October 2012 • Various incentive items are available for redemption with bonus points earned from LSOS orders received by 16 October 2012: 	
<p>Lunar New Year Animal Series No. 2 (Year of the Snake) Souvenir Card</p>  <p>Bonus Points Required: 200</p>	<p>Year of the Snake Red Packets (a pack of 20 pieces)</p>  <p>Bonus Points Required: 400</p>
<p>Year of the Dragon Specimen Stamp Sheetlet Souvenir Pack</p>  <p>Bonus Points Required: 600</p>	<p>Year of the Snake Specimen Stamp Sheetlet Souvenir Pack</p>  <p>Bonus Points Required: 600</p>
<p>Magnifying Glass with LED light</p>  <p>Bonus Points Required: 1,000</p>	<p>World Heritage in China Series No. 2: The Old Town Of Lijiang Specimen Imperforated Stamp Sheetlet Souvenir Pack</p>  <p>Bonus Points Required: 1,200</p>

<p>999.9 Gold Prestige Card Series No. 2 (Year of the Snake)</p>  <p>Bonus Points Required: 2,000</p>	<p>Posting Box 4G USB Flash Drive</p>  <p>Bonus Points Required: 3,000</p>
<p>Personalised Collector's Pack, which contains a Colour Specimen Stamp Sheetlet on Lunar New Year Animals – Dragon/Snake and a Serviced LSOS Souvenir Cover (Chinese New Year's Day Postmark) affixed with Gold and Silver Stamp Sheetlet on Lunar New Year Animals–Dragon/Snake</p>  <p>Bonus Points Required: 6,000</p>	<p>Year of the Snake Stamp Metallic Impression</p>  <p>For cumulative account spending of HK\$5,000 or above (based on the processed and debited amount) by 31 December 2013 on 2013 stamp products.</p>
<p>2. Member Reward Scheme</p>	
<p>New members with a minimum order of HK\$50 for 2013 stamp products by 16 October 2012 will receive a 2013 Stamp Issue Calendar Card.</p> 	<p>Existing members with a minimum order of HK\$50 for 2013 stamp products by 16 October 2012 will receive a Lunar New Year Animal Series No. 2 (Year of the Snake) Souvenir Card or 200 bonus points.</p> 
<p>3. Thank You Perk</p>	
<p>2012 LSOS members who renew their membership and place a minimum order of HK\$50 for 2013 stamp products by 16 October 2012 will receive the Year of the Snake Red Packets (a pack of 20 pieces).</p>	

4. Young Collectors Bonus Scheme	5. Young Collectors Retention Scheme
<p>Young collectors aged 18 or below will receive a Special Gift Sets (containing stamp pins and a coin bag) and 2 cards of “Make My Card” Personalized Service (Everyday series – with Local Mail Postage) when placing an order of HK\$100 or above for 2013 stamp products by 16 October 2012.</p> <div data-bbox="256 611 512 864" data-label="Image"> </div> <div data-bbox="539 698 778 864" data-label="Image"> </div>	<p>To encourage our younger collectors to develop a lifelong interest in collecting stamps, all LSOS members who turn 19 in 2012 (i.e. born in 1993) can immediately get 800 extra bonus points redeemable for a host of marvellous gifts upon renewing their LSOS accounts for 2013 by placing an order of HK\$50 or more within the incentive period.</p> <div data-bbox="818 622 1369 815" data-label="Image"> </div>
6. Member-Get-Member Reward Scheme	7. Order Plan Special Reward
<p>All LSOS members who have registered between 1 January 2007 and 19 September 2012 may become a referee and introduce new members.</p> <p>New members (counted by HKID card number) who spend HK\$100 or more (on or before 16 October 2012) on stamp products within the incentive period will enjoy an extra 100 bonus points on top of the normal 1 bonus point given for every HK\$1 spent on purchase.</p> <p>Each referee who introduces a new member will receive a \$20 Book Voucher upon renewal of their 2013 membership.</p>	<p>The Year of the Snake Metallic Pin is specially awarded to Auto-order Plan users <u>or</u> customers placing a standing order on selective stamp product issues under the Flexi-order Plan for 2013 stamp products by 16 October 2012.</p> <div data-bbox="963 1182 1190 1375" data-label="Image"> </div>
8. Online Ordering through Stamp OnNet	
<p>Order the 2013 stamp products online to enjoy extra bonus points!</p> <ul style="list-style-type: none"> • 1st tier: Online ordering amount of HK\$201-\$300 → 200 extra bonus points • 2nd tier: Online ordering amount of HK\$301-\$500 → 300 extra bonus points • 3rd tier: Online ordering amount of HK\$501-\$800 → 400 extra bonus points • 4th tier: Online ordering amount of HK\$801 or above → Double bonus points 	

9. Amazing Rewards for Loyal Members

In appreciation of your continued support, we are pleased to introduce a fresh series of incentives.

Customers who return the 2013 LSOS application forms with spending of HK\$50 or above for each account will receive a **“Hong Kong Buses” Special - Octopus Card Holder** while stock lasts.



Customers who return the 2013 LSOS application forms with spending of HK\$200 or above for each account will receive a **“Chinese and Western Wedding Customs” Special - a set of 2 Love Mugs** while stock lasts.



Customers who return the 2013 LSOS application forms with spending of HK\$1,500 or above (on or before 16 October 2012) and with cumulative spending over \$15,000 between 1 January 1998 and 31 December 2012 will get **two Heartwarming Stamps Customised Service (2013 Year of the Snake version) Minipanes** with their own photo.

(B) Road Shows at Shopping Malls and Post Offices

Hongkong Post will organise a series of road shows at shopping malls and post offices to promote the Special Stamps Issuing Programme 2013 and the 2013 Local Standing Order Service (LSOS). The schedule is set out below:

Road Shows at Shopping Malls				
1.	22-23.9.2012	Sat-Sun	12 noon – 9:00 pm	Olympian City II (G/F), Kowloon
2.	29-30.9.2012	Sat-Sun	12 noon – 9:00 pm	Times Square (G/F), Causeway Bay
3.	6-7.10.2012	Sat-Sun	12 noon – 9:00 pm	Tuen Mun Town Plaza (1/F), Tuen Mun
4.	13-14.10.2012	Sat-Sun	12 noon – 9:00 pm	Sunshine City (Level 2), Ma On Shan

Road Shows at Post Offices				
1.	21.9.2012	Fri	9:00 am – 5:00 pm	Shatin Central Post Office
2.	25.9.2012	Tue	9:30 am – 6:00 pm	Kowloon Central Post Office
3.	28.9.2012	Fri	9:00 am – 5:00 pm	Yuen Long Post Office
4.	3.10.2012	Wed	9:00 am – 6:00 pm	Tsim Sha Tsui Post Office
5.	5.10.2012	Fri	9:00 am – 5:00 pm	Tsuen Wan Post Office
6.	8.10.2012	Mon	9:30 am – 5:00 pm	Kwong Wa Street Post Office
7.	10.10.2012	Wed	9:30 am – 6:00 pm	Sheung Wan Post Office
8.	12.10.2012	Fri	9:30 am – 5:00 pm	Kwun Tong Post Office
9.	16.10.2012	Tue	9:00 am – 6:00 pm	General Post Office

Note: Hand-back service will not be available at the Road Shows and posting facilities will not be provided at the shopping malls.