

Fact Sheet – 2014 Local Standing Order Service

(A) Early Bird Incentive Schemes

1. Bonus Scheme	
<ul style="list-style-type: none"> <li>Minimum order of HK\$50 for 2014 stamp products</li> <li>Order received by 18 October 2013</li> <li>Various incentive items are available for redemption with bonus points earned from LSOS orders received by 18 October 2013:</li> </ul>	
<p><b>Lunar New Year Animal Series No. 3 (Year of the Horse) Souvenir Card</b></p>  <p>Bonus Points Required: 200</p>	<p><b>Year of the Horse Red Packets</b></p>  <p>Bonus Points Required: 400</p>
<p><b>Year of the Horse Specimen Stamp Sheetlet Souvenir Pack</b></p>  <p>Bonus Points Required: 650</p>	<p><b>“Cantonese Opera Costumes” Special – Bookmark in Cantonese Opera Hairpin Style</b></p>  <p>Bonus Points Required: 1,050</p>
<p><b>“World Heritage in China Series No. 3: China Danxia” Specimen Imperforated Stamp Sheetlet Souvenir Pack</b></p>  <p>Bonus Points Required: 1,250</p>	

**999.9 Gold Prestige Card Series No. 3  
(Year of the Horse)**



Bonus Points Required: 2,100

**“Chinese Dinosaurs” Special –  
Dinosaur 8GB USB Flash Drive**



Bonus Points Required: 3,100

**Personalised Collector’s Pack which contains  
a Colour Specimen Stamp Sheetlet on Lunar  
New Year Animals – Snake / Horse and a  
Serviced LSOS Souvenir Cover (Chinese  
New Year’s Day Postmark) affixed with  
Gold and Silver Stamp Sheetlet on Lunar  
New Year Animals – Snake/ Horse**



Bonus Points Required: 6,200

**“2014 Hong Kong Definitive Stamps”  
Specimen Stamps Souvenir Pack (a full set of  
16 stamps)**



For cumulative annual account spending of HK\$7,000 or above (based on the processed and debited amount) from 1 January 2014 to 31 December 2014 on 2014 stamp products.

## 2. Member Reward Scheme

New members with a minimum order of HK\$50 for 2014 stamp products by 18 October 2013 will receive a **2014 Stamp Issue Calendar Card**.



Existing members with a minimum order of HK\$50 for 2014 stamp products by 18 October 2013 will receive a **Lunar New Year Animal Series No. 3 (Year of the Horse) Souvenir Card** or 200 bonus points.



## 3. Thank You Perk

2013 LSOS members who renew their membership and place a minimum order of HK\$50 for 2014 stamp products by 18 October 2013 will receive the **Year of the Horse Red Packets** (a pack of 20 pieces).



## 4. Young Collectors Bonus Scheme




Young collectors aged 18 or below will receive a **Special Gift Sets (containing a Notebook and a stamp bookmark)** when placing an order of HK\$100 or above for 2014 stamp products by 18 October 2013.



## 5. Young Collectors Retention Scheme

To encourage our younger collectors to develop a lifelong interest in collecting stamps, all LSOS members who turn 19 in 2013 (i.e. born in 1994) can immediately get **800 extra bonus points** redeemable for a host of marvellous gifts upon renewing their LSOS accounts for 2014 by placing an order of HK\$50 or more within the incentive period.

**800 Extra  
Bonus Points!**

6. Member-Get-Member Reward Scheme	7. Order Plan Special Reward
<p>All LSOS members who have registered between 1 January 2008 and 11 September 2013 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 18 October 2013) on stamp products within the incentive period will enjoy <b>an extra 100 bonus points</b> 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 <b>\$20 Book Voucher</b> upon renewal of their 2014 membership.</p>	<p>The <b>Year of the Horse Metallic Pin</b> is <b>pecially awarded to</b> Auto-order Plan users <u>or</u> customers placing a standing order on selective stamp product issues under the Flexi-order Plan for 2014 stamp products by 18 October 2013.</p> 
8. Online Ordering through Stamp OnNet	
<p><b>Order the 2014 stamp products online to enjoy extra bonus points!</b></p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> tier: Online ordering amount of HK\$201-\$300 → 200 extra bonus points</li> <li>• 2<sup>nd</sup> tier: Online ordering amount of HK\$301-\$500 → 300 extra bonus points</li> <li>• 3<sup>rd</sup> tier: Online ordering amount of HK\$501-\$800 → 400 extra bonus points</li> <li>• 4<sup>th</sup> tier: Online ordering amount of HK\$801 or above → Double bonus points</li> </ul>	
9. Amazing Rewards for Loyal Members	
<p><b>In appreciation of your continued support, we are pleased to introduce a fresh series of incentives.</b></p>	
<p>Customers who return the 2014 LSOS application forms within the incentive period and spend HK\$50 or above for each account will receive a <b>“Hong Kong Museum Collection – Paintings by Mr. WU Guanzhong”: “Victoria Harbour” - Octopus Card Holder</b> (available while stock lasts)</p> 	<p>Customers who return the 2014 LSOS application forms within the incentive period and spend HK\$300 or above for each account will receive a <b>“Weather Phenomena”: 4-in-1 Multi-Functional Pen</b>. (available while stock lasts)</p> 

## **(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 2014 and the 2014 Local Standing Order Service (LSOS). The schedule is set out below:

<b>Road Shows at Post Offices</b>				
1	13.9.2013	Fri	9:00am – 5:00pm	Tsuen Wan Post Office
2	17.9.2013	Tue	9:30am – 6:00pm	Kowloon Central Post Office
3	24.9.2013	Tue	9:00am – 6:00pm	Tsim Sha Tsui Post Office
4	27.9.2013	Fri	9:00am – 5:00pm	Shatin Central Post Office
5	4.10.2013	Fri	9:30am – 6:00pm	Sheung Wan Post Office
6	8.10.2013	Tue	9:30am – 5:00pm	Kwong Wa Street Post Office
7	11.10.2013	Fri	9:30am – 5:00pm	Kwun Tong Post Office
8	16.10.2013	Wed	9:00am – 5:00pm	Yuen Long Post Office
9	18.10.2013	Fri	9:00am – 6:00pm	General Post Office
<b>Road Shows at Shopping Malls</b>				
1	14-15.9.2013	Sat-Sun	12:00noon – 9:00pm	G/F, Island Resort Mall, Siu Sai Wan
2	21-22.9.2013	Sat-Sun	12:00noon – 9:00pm	G/F, Amoy Plaza, Kowloon Bay
3	28-29.9.2013	Sat-Sun	12:00noon – 9:00pm	1/F, Popcorn, Tseung Kwan O
4	5-6.10.2013	Sat-Sun	12:00noon – 9:00pm	1/F, Phase 1, Tuen Mun Town Plaza, Tuen Mun
5	12-13.10.2013	Sat-Sun	10:00am – 8:00pm	UG/F, China Hong Kong City, Tsim Sha Tsui

There will be an interactive corner where stamp designers and representatives from Philatelic Societies will be present at the shopping mall road shows to share interesting stories of stamp design and stamp collecting. Please refer to the following schedules for details:

<b>“Meet the Stamp Designer and/or Philatelic Societies” Sessions</b>				
	Date	Venue	Time	Guests
1.	14.9.2013 (Sat)	Island Resort Mall	3 – 4 pm	Mr. YUEN Tsan Ming, Representative from The China Philatelic Association
2.	21.9.2013 (Sat)	Amoy Plaza	3 - 4pm	Mr. TONG Wai-pang, Stamp Designer
			1:30 – 2:30 pm	Mr. CHU Wing Yeu, Representative from Tsim Sha Tsui Philatelic Club
3.	28.9.2013 (Sat)	Popcorn	5 – 6pm	Ms. LAI Suk-man, Stamp Designer
4.	5.10.2013 (Sat)	Tuen Mun Town Plaza	1:30 – 2:30 pm	Mr. Albert LAI, Representative from The Hong Kong Philatelic Society
5.	6.10.2013 (Sun)		6 – 7 pm	Mr. YING Hung Lun, Representative from Hong Kong Police Philatelic Club

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