

Plaza THANKS Program Usage Guide

1. Definition of the Service

- (1)The "Plaza THANKS Program" (the "Program") is a service where if the Keio Plaza Hotel Chain (the "Hotel") and the tenants participating in the Program are used, the Hotel Member will be added "Plaza THANKS Points" (the "Points"), and the Member can appropriate the Points for payments or exchange the Points for merchandise-exchanged-for-points (the "Service").
- (2)The Program is one of the benefits listed in Article 8 of the Executive Card Membership Terms and Conditions (the "Member Terms and Conditions") separately set forth by the Hotel.
- (3)The Member shall consent to the Program and the Member Terms and Conditions in using the Service.

2. Method of Use

- (1)The Plaza THANKS Program may only be used by the Members of the Hotel.
- (2)Please present the Membership Card every time prior to making a payment. Points may not be added or used if the Membership Card is not presented or if it is presented after payment.
- (3)The Membership Card may not be loaned or transferred to others. The Hotel shall not be liable for any damages incurred by the Member due to the appropriation for payment with Points, exchanges of Points, access to Points and other acts concerning the Program that are attributable to the loss or theft of the Membership Card or the intent or negligence of the Member.
- (4)One (1) Membership Card may be used for one (1) payment.
- (5)Even if the Member has multiple Membership Cards, the Points from the Program will be added to each respective card, and the Points from each card may not be totaled nor may the Points be transferred to another card.

3. Application of Level and Addition of Plaza THANKS Points

- (1)Benefits and services such as Points corresponding to the three categories of levels will be provided according to the below chart when the Member presents the Membership Card and uses accommodations, restaurants, bars and lounges, Poppins, banquets for weddings and (personal) celebrations or condolences, and at tenants participating in the Program in the Hotel. Further, the Points will be added to one (1) Membership Card for one (1) payment.

■ List of Points (Points added for every 100 yen (excluding tax) that is used) *1

	Name of Level		
	Bloom	Prime	Royal
Accommodation	2 Points	3 Points	5 Points
Restaurant, Bar and Lounge	5 Points	7 Points	10 Points
Take-out products such as Poppins *2	3 Points		
Weddings and personal celebrations or condolences at banquet halls	1 Point		

*1 Any amount that is less than 100 yen will be rounded off.

*2 Including purchase prices at the Lobby Gallery and the Online Shop.

- (2)Points will not be added in cases of the following matters or uses:

- The part of the amount appropriated for payment with Points;
 - The part of the amount to which discounts were applied;
 - The part of the payment by various complimentary tickets such as meal tickets and accommodation tickets and tickets exchanged for Points
 - Fees other than guest room rates such as various taxes (consumption tax, accommodation tax, etc.), refrigerator and mini bar fees during the use of guest rooms, telephone and fax transmission costs, and laundry fees;
 - The part used via an agency or other online reservation site, etc.;
 - The payment price of various use coupons, cancellation charges, and the part used for products and facilities (tenants, etc.) that are partially excluded such as special event products;
 - Items that the Hotel temporarily pays in advance for such as deliveries and taxis; and
 - Other items that the Hotel separately determines to be excluded.
- (3)The most up-to-date information with respect to other details regarding benefits and services such as Points will be published on the Hotel website, etc.

4. Addition of Points

- (1)Points will be added for the subject usage amount (excluding taxes) for every payment made.
- (2)The Member may use the Points calculated at the time of payment from the day after such payment date; provided, however, that special Points that are granted not in relation to payments can be used from the date separately provided by the Hotel. *The separately provided date is provided on each complimentary ticket.
- (3)When restaurants, bars and lounges are used by room charge during the Member's stay at an accommodation, the Points from such use will be added on the day after the check-out date.
- (4)The addition of points may be delayed if the Membership Card cannot be used due to damage or magnetic strip malfunction, etc., or if any online difficulties in the Hotel-operated system or other problems, etc. occur.
- (5)If there is any omission or mistake in the addition of Points and if there is a request within one (1) year from the date of use, such request will be accepted, and corrections will be made, as long as the Hotel determines it to be appropriate.

5. Payment by Points

- (1)Points may be appropriated for payment, with one (1) Point for one (1) yen, for use at the Hotel for accommodations, restaurants, bars and lounges, Poppins and the tenants

participating in the Program. Points may not be appropriated for payment of the use of banquet halls.

- (2)Points may not be appropriated for payment for the purchase of merchandise gift certificates (Keio Plaza Checks), accommodation vouchers and restaurant gift certificates, etc., sales on credit, and usage for excluded products, such as special event products, or at excluded facilities.
- (3)Points may not be exchanged for cash.

6. Exchange of Points

- (1)Points may be exchanged for merchandise-exchanged-for-Points, such as original Hotel gifts.
- (2)The Member should apply for the exchange of Points. The identity of the Member will be confirmed at the time of application.
- (3)The application for the exchange of Points can be made by any of the following methods:
 - (i)Application by phone to the Membership Office;
 - (ii)Application at the Banquet Salon at Keio Plaza Hotel (Shinjuku); or
 - (iii)Application from an exclusive account on the Hotel homepage (only for those who have an address in Japan).
- (4)The number of Points required for the exchange will be subtracted from the Point balance at the time the Hotel accepts the exchange of Points.
- (5)Delivery of merchandise-exchanged-for-Points is limited to within Japan.
- (6)The Member can return a merchandise-exchanged-for-Points only within 14 days upon receipt thereof; provided, however, that this shall apply only if the merchandise-exchanged-for-Points is unused. Furthermore, if shipping fees arise in making a return, the Member shall bear such fees. The Points will be returned after the Hotel receives the returned product from the member.
- (7)If any loss, theft, defacement, damage or otherwise arises during the delivery of the merchandise-exchanged-for-Points, the Hotel will not be liable for any damages arising as a result thereof.
- (8)The resale of gift certificates exchanged with Points is prohibited.
- (9)Inquiries concerning the shipping of merchandise-exchanged-for-Points for which one (1) year has passed after its exchange will not be accepted.

7. Validity Period of Points

Points will be totaled for every one (1) year period from the month in which the Member registers, and will be valid for two (2) years from the following month after such one (1) year period ends. Points for which the validity period has passed will automatically expire. This addition and validity period will be the same from the following year onwards.

Year 1		Year 2		Year 3		Year 4		Year 5	
October	September [next calendar year]	October	September [next calendar year]	October	September [next calendar year]	October	September [next calendar year]	October	September [next calendar year]
Year 1 points added		Year 1 points remain valid		Year 1 points remain valid		Year 1 points expire (end of September)		Year 2 points added	
		Year 2 points added		Year 2 points remain valid		Year 2 points remain valid		Year 2 points expire (end of September)	

8. Treatment of Points in Association with Withdrawal, etc.

If the Member withdraws, if membership qualification is revoked, or if membership qualification is lost, the Points will automatically expire at such time.

9. Revisions to or Termination of the Plaza THANKS Program

- (1)The Hotel may revise or terminate the Program at the Hotel's own discretion.
- (2)If the Hotel revises or terminates the Program, the fact of such revision or termination, and in the case of a revision, the content of the Program after such revision and the date on which such revisions take effect, will be notified on the Hotel's website by one (1) month prior to the date on which the revision or termination are due to take effect.
- (3)When the Member uses the Hotel's services based on the Program on or after the date on which the revised Program takes effect, the Member shall be deemed to have consented to the revisions to the Program.

10. Governing Law and Jurisdiction

- (1)The interpretation and effect of the Program shall be governed by the laws of Japan.
- (2)When the Member uses the Hotel's services based on the Program on or after the date on which the revised Program takes effect, the Member shall be deemed to have consented to the revisions to the Program.



KEIO PLAZA HOTEL

Member Relations **SHINJUKU**

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Office hours

Mondays to Fridays except weekends, national holidays and the New Year holidays

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Executive Card

Executive Card Membership Terms & Conditions

Plaza THANKS Program Usage Guide



KEIO PLAZA HOTEL

Executive Card Membership Terms and Conditions

1. Keio Plaza Hotel Chain

The Keio Plaza Hotel Chain is the collective name for Keio Plaza Hotel (Shinjuku), Keio Plaza Hotel Tama and Keio Plaza Hachioji, which are operated by Keio Plaza Hotel Co., Ltd., and Keio Plaza Hotel Sapporo, which is operated by Keio Plaza Hotel Sapporo Co., Ltd. (the Keio Plaza Hotel Chain is hereinafter referred to as the "Hotel").

2. Members

An Executive card member (the "Member") means an individual who has, upon approving these Executive Card Membership Terms and Conditions set forth by the Hotel (this "Terms and Conditions") and the Plaza THANKS Program that is separately provided, filled in the required matters in the designated application form and applied for enrollment, and who the Hotel recognizes to be qualified and approves the enrollment of and to whom an Executive Membership Card (the "Membership Card") is issued.

3. Membership Qualifications

A Member is a person who meets all of the below conditions:

- (1) An individual person (corporations and groups are not allowed);
- (2) A person who has an address;
- (3) A person who is 18 years or older; provided, however, that even if a person is under 18 years old, the condition of this item shall be satisfied by notifying upon the application of enrollment that a parent or guardian has given consent; and
- (4) A person who uses the Hotel by complying with the various terms of use and provisions separately set forth by the Hotel.

4. Issuance of the Membership Card

- (1) Only one (1) Membership Card will be issued for one (1) Member; provided, however that a separate Membership Card with credit card function will be additionally issued if the Member requests such card.
- (2) A Membership Card with credit card function can only be issued to those who have an address in Japan.
- (3) The Member shall manage and use the Membership Card with the due care of a prudent manager.
- (4) The Membership Card may only be used by the Member. Please present the Membership Card every time when using the Hotel. The Membership Card may not be transferred or loaned to a third party.
- (5) Damages and other losses that arise due to the Member violating clause (3) or clause (4) and a third party using the Membership Card will be borne by the Member.

5. Lost or Stolen Membership Card and Reissuance

If the Membership Card is lost or stolen, etc., please immediately contact Member Relations, which is provided in Article 19, of that effect. Upon a hearing of the circumstances, etc. of the loss or theft, the Membership Card will be reissued only if the Hotel determines it as appropriate. Furthermore, the Plaza THANKS Points (the "Points") at the time the reissuance procedures are taken will be carried over.

6. Enrollment Fee, Annual Membership Fee

- (1) There is no enrollment fee or annual membership fee.
- (2) If a Membership Card with credit card function is issued, payments of the enrollment fee and annual fee under the provisions of the credit card company will be made to the credit card company.

7. Payment Method

- (1) Please pay by cash or credit card when making payments at the Hotel or participating tenants of the "Plaza THANKS Program."
- (2) No sales on credit may be made by the Membership Card without credit card function.

8. Member Benefits

- (1) The member can receive benefits such as the use of accommodations, restaurants, etc. with the added Points and Member preferential rates through the "Plaza THANKS Program." Please review the Hotel website for details of the benefits.
- (2) The Member can receive various benefits such as added Points and Member preferential rates, etc. such as when the Member purchases subject products or uses services by presenting the Membership Card.
- (3) If the Membership Card is not presented or if the Membership Card is presented after payment, the various benefits (including added Points) cannot be received retroactively.

9. Provision of Plaza THANKS Program

In the separately provided "Plaza THANKS Program," levels are set based on the Member's total usage amount during a one (1) year period (excluding taxes; the "Standard Amount"), and benefits and services such as the Points corresponding to each level will be provided. In addition, levels will change according to the conditions set forth in Article 10. The names of the levels and the Standard Amount in each level are as in the chart below:

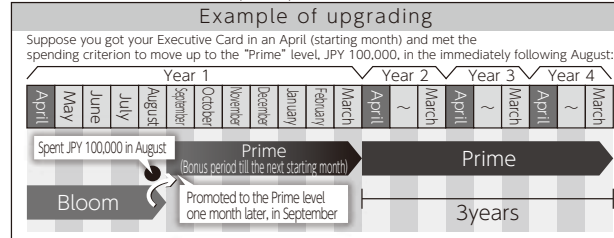
Name of Level	Bloom	Prime	Royal
Total usage amount in a one-year period (excluding taxes)	Less than 100,000 yen	100,000 yen or more	300,000 yen or more

10. Application and Period of Member Level

- (1) The Bloom level will apply to the Member upon enrollment.
- (2) The month in which the Hotel accepts the enrollment will be the starting month of the term, and the applicable Member level will be decided with the total usage amount in a one-year period (excluding taxes) from such starting month of the term. The applicable Member level will be similarly decided from the second year of enrollment with the total usage amount in a one-year period. Furthermore, if the Member has multiple Membership Cards, the amounts will be respectively totaled for each card.
- (3) If the total usage amount (excluding taxes) meets the Standard Amount of the higher level during the term in the preceding clause, the higher level will be applied from the following month thereafter. The applicable period of this level will be the period of a three (3) year period added to the period from the month that the higher level was applied until the month prior to the initial starting month of the term (if the Standard Amount is met in the twelfth month from the starting month of the term of that year, the period will be three (3) years).
- (4) If the total usage amount (excluding taxes) of the one (1) year period of each year meets the Standard Amount of that level one or more times during the applicable

period of the level in the preceding clause, that level will be applied after the end of such period of the level for a period of three (3) years. Furthermore, if the Standard Amount of that level is not met for three (3) consecutive years, the level will be changed based on the Standard Amount after the end of the applicable period of the level.

- (5) The payment amounts by cash, credit card, Plaza Checks or gift cards will be added to the total usage amount. Furthermore, any usage that is treated as an advance payment will be added after the Hotel performs the service.
- (6) The total usage amount for one (1) payment will be added to one (1) Membership Card.
- (7) The following uses will not be added to the total usage amount:
 - The part of the amount appropriated for payment with Points;
 - The part of the amount to which discounts were applied;
 - The part of the payment by various complimentary tickets such as meal tickets and accommodation tickets and tickets exchanged for Points
 - Fees other than guest room rates such as various taxes (consumption tax, accommodation tax, etc.), refrigerator and mini bar fees during the use of guest rooms, telephone and fax transmission costs, and laundry fees;
 - The part used via an agency or other online reservation site, etc.;
 - The payment price of various use coupons, cancellation charges, and the part used for products and facilities (tenants, etc.) that are partially excluded such as special event products;
 - Items that the Hotel temporarily pays in advance for such as deliveries and taxis; and
 - Other items that the Hotel separately determines to be excluded.



11. Notification of Change

If a change arises to the information notified of at the time of registration for membership, the Member shall give notification of such change to Member Relations, which is provided in Article 19, without delay. The Hotel and the "Plaza THANKS Program" tenants participating in the Program shall not be liable if benefits or services such as the Points are not provided due to there being no notification. Furthermore, changes regarding the Membership Card with credit card function shall be pursuant to the change procedures under the terms of use of the credit card company.

12. Withdrawal

- (1) If the Member wishes to withdraw, the Member may withdraw by a notification from the Member to Member Relations, which is provided in Article 19. Furthermore, if the Membership Card has a credit card function, the Member shall notify the contact separately provided by the credit card company.
- (2) If the Member is unable to give a notification of withdrawal due to reasons beyond his or her control or if a situation where contact cannot be made arises, withdrawal may be accepted by a notification from a family member or a relative upon taking into consideration the circumstances. In this instance, the Hotel will not be liable even if a dispute arises between the Member and the family member or relative who made the notification for withdrawal. Furthermore, if the Membership Card has a credit card function, the family member or relative shall directly notify the credit card company by the method separately set forth by the credit card company.
- (3) In the instances of the preceding two (2) clauses, the Member, the family member or the relative shall destroy the Membership Card. Furthermore, in the case of a Membership Card with credit card function, withdrawal procedures under the terms of use of the credit card company shall be taken.
- (4) After the completion of the withdrawal procedures, the Member level provided in Article 9 and the total usage amount provided in Article 10 will all become invalid.

13. Revocation of Membership Qualification

- (1) If the Member is discovered to be an organized crime group member, an organized crime group-related group or a related party, or other anti-social forces, the membership qualification will be revoked. In addition, if it is discovered at the time of application for enrollment, enrollment will be refused.
- (2) If the Hotel determines that there was a disqualifying act as a Member, such as an act that violates this Terms and Conditions, the various terms and conditions separately set forth by the Hotel, or public order and morality, etc., or if there was a false application at the time of application for enrollment, membership qualification will be revoked.

14. Loss of Membership Qualification

- (1) If the Member does not use the Hotel or a tenant participating in the Program over a five (5) year period from the last day of use of the Membership Card, membership qualification shall be forfeited on the last day of the month that the five (5) year period elapses.
- (2) If the Member passes away, membership qualification shall be forfeited. In this instance, a family member or relative should promptly provide notification to Member Relations, which is provided in Article 19.

15. Handling of Personal Information

- (1) Acquisition of personal information
 - The Hotel will obtain personal information of the applicants for enrollment and the Members (collectively, the "Members, etc.") from the Members, etc. during transactions with the Hotel, including applications for enrollment (the "Transactions"). Personal information of the Members, etc. includes the following information:
 - (i) Use of customer information that is necessary according to the provisions of the laws and regulations;
 - (ii) Personal information with respect to usage results, etc. concerning the Transactions.

(2) Use of personal information

- Personal information will be used within the scope of the following purposes of use:
- (i) Use of customer information that is necessary according to the provisions of the laws and regulations;
 - (ii) Use for business guides such as sending newsletters of the Hotel and information of various forms of hospitality, plans and events;
 - (iii) Use as statistical information to the extent individuals are not identified for usage trend surveys, new product development and customer satisfaction surveys;
 - (iv) Use for the management of Member information in each Member organization and services conducted for the Member;
 - (v) Use for the communication by letter, telephone or email in response to opinions received in questionnaires, etc.;
 - (vi) Use for communications for information and confirmations relating to transactions, etc., delivery of products, payment and settlement of prices, and other related matters;
 - (vii) Responses to inquiries and requests, etc.; and
 - (viii) Other uses concerning the general provision of the Hotel's services.

(3) Provision of personal information to third parties

The Hotel will provide personal information to subcontractors within the scope of the purpose of use in the preceding clause, such as for sending newsletters, and within the scope of the purpose of use such as managing registration of Member-related data and providing services relating to Point services (Please refer to the privacy policy separately set forth by the Hotel for details). In this instance, the Hotel will have the subcontractors take appropriate protective measures such as the duty of confidentiality for the personal information.

(4) Disclosure, Revision, Discontinuation of Use of Personal Information

- (1) If there is a request from the Members, etc. for the disclosure, revision or discontinuation of use of the personal information concerning such Members, etc., the Hotel will respond in good faith to the reasonable and necessary extent upon confirming that the person making the request is the Members, etc.
- (2) Please contact Member Relations, which is provided in Article 19, for details with respect to procedures concerning requests for disclosure, etc. (required documents, reception method, method of confirming the Members, etc., handling fees, etc.).

(5) Other

In addition to this Article 14, personal information will be handled pursuant to the privacy policy (Policy on the Protection of Personal Information) that is separately set forth by the Hotel.

16. Revisions to or Termination of this Terms and Conditions

- (1) The Hotel may revise or terminate this Terms and Conditions at the Hotel's discretion.
- (2) In the case where the Hotel revises or terminates this Terms and Conditions, the fact of such revision or termination, and in the case of a revision, the content of this Terms and Conditions after such revision and the date on which such revisions take effect, will be notified on the Hotel's website by one (1) month prior to the date on which the revision or termination are due to take effect.
- (3) When the Member has used the Hotel's services under this Terms and Conditions on or after the date on which the revised Terms and Conditions takes effect, the Member shall be deemed to have consented to the revisions to this Terms and Conditions.

17. Exclusion from Liability

- (1) The Hotel shall not be liable if a natural disaster or other force majeure (any phenomenon that the Hotel cannot foresee, manage nor oppose, such as an earthquake, typhoon, flood damage, fire, war, civil war, epidemic or infectious disease, act of government or public agency, and is not attributable to the Hotel) occurs and the Member is unable to use the service such as the benefits and addition of Points under this Terms and Conditions or the "Plaza THANKS Program" as a result thereof.
- (2) In the event of clause (1), the Hotel will provide the service of adding the Points, etc. to such Member, only if the use can be confirmed by presenting receipts, etc. and the usage statement can be finalized.
- (3) The Hotel shall not be liable for any damages incurred by the Member due to appropriation for payments with the Points, exchanges for the Points, access to the Points, and other acts concerning the Program by third parties that are attributable to the loss or theft of the Membership Card or the intent or negligence of the Member.
- (4) The Hotel shall not be liable for any trouble arising between the Member and the tenants participating in the "Plaza THANKS Program" or third parties when the Member uses such tenants.
- (5) The Hotel shall not be liable for any damages (monetary damages, emotional distress and other loss) that arise due to the revisions to this Terms and Conditions set forth in Article 16, etc., changes to or termination of the "Plaza THANKS Program" or otherwise incidentally thereto.

18. Governing Law and Jurisdiction

- (1) The interpretation and effect of this Terms and Conditions shall be governed by the laws of Japan.
- (2) The Member and the Hotel agree that the Tokyo District Court will be the agreed court with exclusive jurisdiction of the first instance when a judicial dispute arises with respect to this Terms and Conditions.

19. Member Relations:

[Shinjuku, Hachioji, Tama]
 Membership Office
 Keio Plaza Hotel Co., Ltd.
 2-2-1 Nishi-shinjuku, Shinjuku-ku, Tokyo 160-8330
 03-3344-0111
 (*excluding Saturdays, Sundays, holidays and New Years' holiday)
 URL: www.keioplaza.com/

[Sapporo]
 Membership Office
 Keio Plaza Hotel Sapporo Co., Ltd.
 2-1 North 5 West 7, Chuo-ku, Sapporo, Hokkaido 060-0005
 011-271-0111 (*excluding Saturdays, Sundays, holidays and New Years' holiday)
 URL: www.keioplaza-sapporo.co.jp/english/