



## **LONG BEACH PREMIER MEMBERSHIP - TERMS & CONDITIONS**

All Long Beach Seafood Premier members are subjected to the following terms & conditions:

### **New Premier Membership Sign-Up**

A joining fee of S\$10 or S\$88 (not inclusive of GST) is payable for the application of a new Membership account. For existing Premier Members LB dollars cannot be redeemed to offset the renewal fee.

#### **Exclusive Privileges:**

- ❖ Enjoy 20% Rebate for spending on regular priced food dishes (**before service charge and GST**) on your birthday month (**First Visit of the month, 1 Table worth of order or 1 set menu**).
- ❖ Enjoy 20% Rebate for spending on regular priced food dishes (**before service charge and GST**) on your **REGISTERED** spouse/a loved one's birthday month (**First Visit of the month, 1 Table worth of order or 1 set menu**).
- ❖ Email and WhatsApp messaging update on latest promotion or exclusive member events.

### **Validity**

- ❖ The membership cycle is valid for one year from the date of signing up pro-rated to the end of the same month.
  - For example:
    - If you sign up on 02/01/2025, your membership will expire on 31/01/2026.
    - If you sign up on 31/01/2025, your membership will expire on 31/01/2026
- ❖ The validity of the membership cycle can also be found in the membership portal.
- ❖ Members will receive an email reminder to the registered email address and a WhatsApp message to the registered contact number around one month prior to the expiry date
- ❖ At the end of the membership cycle, if the nett spending amount (spending amount on regular priced food items before service charge and GST) is \$1,000 (SGD One

Thousand Dollars) or more, members will qualify for a free membership cycle renewal. The process is automated. Members do not have to pay for any membership fees.

- ❖ At the end of the membership cycle, if the nett spending amount (spending amount on regular priced food items before service charge and GST) is less than \$1,000 (SGD One Thousand Dollars), the membership will be expired. If member wish to continue to enjoy Premier Membership benefits, they will have to pay for the membership fee as per the new sign-up fee package (either \$10 or \$88 not including GST) in order to renew their membership cycle.

### **Membership Fee Waiver**

- ❖ At the end of every membership cycle, if the nett spending amount (spending amount on regular priced food items before service charge and GST) is \$1,000 or higher, the member will qualify for a membership fee waiver.
- ❖ This means that no payment of membership fee is required to renew the membership to continue enjoying the member benefits.
- ❖ The membership will be renewed automatically and no actions is required by the member.
- ❖ The accumulated nett spending amount will be reset to 0 at the time of the membership cycle renewal.
- ❖ Any balance credits will become Grace Points at the time of the membership renewal with an expiry date of one month. Any balance Grace Points will be expired and forfeited once pass this expiry date and there will not be any extention of expiry date or reinstatement of expired credits.
- ❖ The expiry date of any new credits earned after the renewal of the membership cycle will follow the expiry date of the renewed membership cycle.

### **Earning of LB\$**

- ❖ Members are entitled up to 16% rebates (depending on current membership tier) on their Total Food Bill from Ala Carte and Set Menu when dining-in at any Long Beach Seafood restaurants.
- ❖ Earning of new rebates is only eligible for a group of diners not more than 50 people. Should the transaction be for more than 50 guests or 5 tables, only the value of 5 sets of the event menu will be valid for rebate earning.
- ❖ Earning of new rebates is calculated after the redemption of LB\$ and do not include tea, towel, peanut, appetisers, beverages, desserts, promotional items, miscellaneous items, service charge, goods & service tax (GST), etc.

- ❖ Redemption of LB\$ will be used to offset the spending on regular priced food products first.
  - For example:
    - You have LB\$100 which you wish to redeem.
    - In your new transaction, if your total spending is \$200 of which \$150 is on regular priced food items and \$50 is on beverages and other items which are not valid for rebate.
    - After the redemption of LB\$100, only the balance \$50 spending on regular priced food items will be eligible for earning new rebates.
- ❖ If the redemption amount exceeds the total spending on regular priced food items in the new transaction, then there will not be new rebates earned for this new transaction.
- ❖ Redemption of LB\$ and earning of new rebates are not valid in conjunction with any other promotions, vouchers, and discounts.
- ❖ Rebates will only be credited with the presentation of a valid dynamic QR code available on the membership portal at the time of payment
- ❖ No rebates will be credited if the QR code is not presented or the presented QR code is not valid.
- ❖ Rebates can be accumulated and used for future dine-in meal redemptions on a **different day**.
- ❖ To qualify for earning new rebates, payment for the transaction must be made by the member personally **OR** is authorised by the Paying Customer to earn rebates from the transaction. As such, the account holder must be present together with the Paying Customer at the time of payment to link his account with the transaction
- ❖ At the restaurant once the bill has been paid and closed without linking to any membership account, it cannot be reversed to link a membership account. Member will need to write in to the membership department with the required documents to request for a manual update. (Refer to next point)
- ❖ If member has forgotten to update any new transactions into his account at the restaurant, they may request for a manual update by writing in to [premier@longbeachseafood.com.sg](mailto:premier@longbeachseafood.com.sg) using the account registered email address or to WhatsApp to the Premier Customer Service line at [+65 9232 2313](tel:+6592322313) with the following documents:
  - Membership account information
  - Transaction bill
  - Payment receipt (or credit card statement showing the transaction record clearly)

The management reserves the right to reject any requests if there are any missing information provided.

## **Redemption of LB\$**

- ❖ LB\$1 is equivalent to S\$1.
- ❖ LB\$ are not exchangeable for cash nor used for membership renewal fees nor any other goods.
- ❖ Redemption of LB\$ is **ONLY VALID** for **DINE-IN** transactions at any of Long Beach Seafood outlets. It is not valid for any takeaway or delivery orders.
- ❖ Redemption of LB\$ is to be deducted from the Total Nett Bill after 10% service charge and the prevailing Goods and Service Tax (GST) has been applied.
- ❖ Redemption of LB\$ is NOT valid 2 weeks before and after the Chinese New Year period, on eve of public holidays, on public holidays, Mother's Day, Father's Day, 31st Dec, Festive and Special Occasions as designated by Long Beach Seafood, including promotions campaigns.
- ❖ For security verification, the dynamic QR code from the membership portal MUST be presented for the system to be linked up to the member's account. The cashier will not be able to access to the member's account to redeem any LB\$ if the customer is unable to provide any valid QR code.
- ❖ Members need to understand and be responsible for the security of his account access. If members share any screenshot of the dynamic QR code with any 3<sup>rd</sup> party, it is deemed that the person presenting the valid QR code is authorised to have access to the account and Long Beach Seafood will not bear any liability or claims for any loss of LB\$ in the account or unauthorised transactions.

## **Expiry of LB\$**

- ❖ Expiry of LB\$ will be in conjunction with the expiry of the one-year membership cycle as stated under the validity clause above.
- ❖ LB\$ earned within current active membership cycle and will not be able to bring forward to any renewed membership cycle upon the expiry of current membership cycle.
- ❖ Upon the expiry of current membership cycle, any balance credits will be channelled to a temporary holding account and known as Grace Points with a validity of one (01) month from the membership cycle expiry date. (Grace Expiry Date)
  - If member qualifies for a free auto membership renewal for another year, there is no additional actions required to redeem these Grace Points. However, these Grace Points must be redeemed before the Grace Expiry Date otherwise these credits will be expired and forfeited.
  - If member does not qualify for any free auto membership renewal, in order to redeem the Grace Points, member must proceed to renew their membership and make payment for the membership fee. After membership has been renewed

and becomes active, the membership cycle will be renewed for a new 12 months period and member will then be able to redeem the Grace Points. However, Grace Expiry Date will remain unchanged and member has to redeem the Grace Points before the Grace Expiry Date otherwise the Grace Points will be expired and forfeited.

- For example, membership cycle expires on 30/04/2024. Grace Expiry Date will be 31/05/2024. If member renews membership on 30/05/2024, the new membership cycle will be from 30/05/2024 to 31/05/2025. However, the Grace Expiry Date will remain as 31/05/2024, so member will need to redeem the Grace Points either on 30/05/2024 or 31/05/2024 otherwise the Grace Points will be expired and forfeited after 31/05/2024 2359hrs.
  - For another example, membership cycle expires on 30/04/2024. Grace Expiry Date will be 31/05/2024. If member renews membership on 01/06/2024, the new membership cycle will be from 01/06/2024 to 30/06/2025. However, member will not be able to redeem the Grace Points as it is already past the Grace Expiry Date and the Grace Points are already expired and forfeited.
- ❖ There is **STRICTLY NO** extension of any expiry dates nor any reinstatement of expired credits. Expired LB\$ or Grace Points that are not redeemed will be forfeited.

## **Birthday Benefits**

- ❖ Members can enjoy 2 times birth benefits with one active membership cycle provided that the birth date of the account holder and the spouse or any loved one is provided at the point of registration. The birth date of the account holder and the loved one will be locked upon registration and cannot be amended throughout an active membership cycle. It can only be amended at the end of the membership cycle via email in to [premier@longbeachseafood.com.sg](mailto:premier@longbeachseafood.com.sg) or via WhatsApp to [+65 9232 2313](tel:+6592322313).
- ❖ The 20% rebate is automatically applied by the system on the first transaction of the birthday month. Member is not able to select when to redeem the benefits.
- ❖ If member apply for or renew the membership during the account holder's birthday or the spouse/loved one birthday month, the transaction right after successful application or renewal will be applied with the birthday month 20% rebate benefit. Meaning to say if a new member celebrates his/her birthday or the spouse/loved one birthday at our restaurant, apply for the membership before settling the bill, the member will be able to enjoy the birthday benefit right away after successful application.

## **Accumulated Spending Amount**

- ❖ The accumulated spending amount is the accumulation of the spending on regular priced food items **before** service charge and GST within the current active membership cycle.
- ❖ Upon the expiry of the membership cycle, the accumulated spending amount will be reset to zero (0).

## **Membership Tier Promotion Guidelines (Refer to Appendix A for illustration)**

Members can qualify for tier promotions based on their **Accumulated Spending Amount** within their current active membership cycle. Here's how tier promotions work:

- ❖ **Starting Tier**
  - All **new sign-ups** or **renewed memberships** begin at the **Premier Tier**.
  - Premier Tier members earn **10% rebates** on spending for regular-priced food items.
- ❖ **Tier Promotion Criteria**
  - Promotions are determined by the Accumulated Spending Amount, which is tracked throughout the membership cycle.
- ❖ **Classic Premier Tier**
  - **Criteria:** Achieve an Accumulated Spending Amount of **S\$5,000**.
  - **Benefit:** Earn **12% rebates** starting from the NEXT transaction after tier promotion.
  - Members receive a notification email confirming the tier upgrade and benefits.
- ❖ **Premier Plus Tier**
  - **Criteria:** Achieve an Accumulated Spending Amount of **S\$10,000**.
  - **Benefit:** Earn **14% rebates** starting from the NEXT transaction after tier promotion.
  - Members receive a notification email confirming the tier upgrade and benefits.
- ❖ **Prestige Premier Tier**
  - **Criteria:** Achieve an Accumulated Spending Amount of **S\$15,000**.
  - **Benefit:** Earn **16% rebates** starting from the NEXT transaction after tier promotion.
  - Members receive a notification email confirming the tier upgrade and benefits.
- ❖ **Key Notes**
  - Accumulated Spending Amount includes only the spending on regular-priced food items, excluding service charges, GST, and other exclusions.

- Promotions are applied immediately after reaching the required spending milestone and affect the rebate percentage starting from the next eligible transaction.
- Tier promotion notifications are sent via email, keeping members updated on their status and benefits.

### **Membership Tier Downgrade Guidelines (Refer to Appendix A for illustration)**

At the conclusion of a membership cycle, the Accumulated Spending Amount determines renewal eligibility and the tier at which the membership account is renewed. The tier downgrade process is as follows:

#### **❖ Prestige Premier Tier**

- Spending  $\geq$  \$15,000: No downgrade; membership remains at Prestige Premier Tier.
- Spending \$10,000 – \$14,999: Downgrade to Premier Plus Tier with 14% rebate from the next transaction.
- Spending \$5,000 – \$9,999: Downgrade to Classic Premier Tier with 12% rebate from the next transaction.
- Spending \$1,000 – \$4,999: Downgrade to Premier Tier with 10% rebate from the next transaction.
- Spending  $\leq$  \$999: Membership expires, requiring renewal and payment of membership fees to regain benefits.

#### **❖ Premier Plus Tier**

- Spending \$10,000 – \$14,999: No downgrade; membership remains at Premier Plus Tier.
- Spending \$5,000 – \$9,999: Downgrade to Classic Premier Tier with 12% rebate from the next transaction.
- Spending \$1,000 – \$4,999: Downgrade to Premier Tier with 10% rebate from the next transaction.
- Spending  $\leq$  \$999: Membership expires, requiring renewal and payment of membership fees to regain benefits.

### ❖ **Classic Premier Tier**

- Spending \$5,000 – \$9,999: No downgrade; membership remains at Classic Premier Tier.
- Spending \$1,000 – \$4,999: Downgrade to Premier Tier with 10% rebate from the next transaction.
- Spending ≤ \$999: Membership expires, requiring renewal and payment of membership fees to regain benefits.

### ❖ **Key Notes**

- Downgrades occur immediately after the membership cycle ends based on the total Accumulated Spending Amount.
- There are no progressive downgrades within the membership cycle.
- If the account expires due to insufficient spending, members must renew and pay the associated fees to enjoy benefits again.

## **Account Security Guidelines**

### ❖ Responsibility for Security:

- It is the sole responsibility of the account holder to ensure the security of their membership account is not compromised.

### ❖ Dynamic QR Code:

- The QR code for linking membership accounts to bills is only accessible upon successful login to the Member Portal.
- The QR code is dynamic, changing daily, and serves as an added security feature to safeguard member accounts.

### ❖ Account Sharing:

- Members are strongly discouraged from sharing their account password or QR code screenshots with third parties.
- If account access or QR codes are shared, it is deemed that the person presenting the QR code is authorised to use the account for crediting or redeeming LB\$.

### ❖ Verification Process:

- Long Beach Seafood and its staff will verify a valid QR code linked to an active membership account before processing crediting or redemption of LB\$.



❖ Liability:

- Long Beach Seafood and its staff are not liable for any loss of LB\$, unauthorised transactions, or security breaches resulting from account misuse.

Reminder: Members should take precautions to protect their login credentials and QR codes to maintain account security.

## **Discretion Policy**

The management of Long Beach Seafood Restaurants maintains the right to manage membership privileges and conditions with full discretion.

❖ Amendments to Privileges or Conditions

- The management reserves the right to amend any membership privileges, conditions, or terms without prior notice.
- Changes may include but are not limited to:
  - Revisions to rebate percentages.
  - Adjustments to tier qualifications.
  - Updates to redemption or expiry rules.

❖ Suspension or Termination of Membership

- The management is entitled to suspend or terminate membership access to the Premier Member Portal or membership benefits if any conditions or privileges are found to be abused.
- Abuse includes, but is not limited to:
  - Fraudulent activities.
  - Misuse of QR codes or LB\$.
  - Sharing account details in violation of security protocols.

❖ Non-Renewal of Membership

- The management reserves the right to decline membership renewal at its sole discretion without providing liability or detailed explanation.

## **Key Reminder**

All members are advised to adhere strictly to the terms and conditions to ensure uninterrupted access to the Premier membership benefits and avoid any potential suspension or termination of privileges.

