

## MEMBERSHIP OVERVIEW

### What is Paradise Gourmet Rewards (PGR)?

Paradise Gourmet Rewards or PGR, is a rewarding loyalty programme by Paradise Group for our regular customers, you can now earn redeemable rebates in the form of Paradise Dollars (P\$) at every visit, and enjoy exclusive privileges at more than 60 restaurants across 10 culinary concepts in Singapore.

### What are the benefits and privileges for being a member of Paradise Group?

- Earn rebates, in the form of P\$, from à la carte food bill at any Paradise Group of restaurants (except Paradise Hotpot, Le Shrimp Ramen, LeNu and Canton Paradise Noodle & Congee House restaurants)
- Receive birthday privileges
- Enjoy member exclusive discounts and promotions
- Be invited to members only event and activities

## NEW SIGN UP AND RENEWAL

### How can I sign up to be a PGR member?

You may sign up for our membership via any of these touch points:

- One minute hassle-free sign-up as Basic member via <https://app.paradisegp.com>
- Download Paradise SG mobile app and sign-up as Silver member

Membership activation is within 5 minutes upon successful registration and you can start earning rebates, in the form of P\$.

### What are the fees to sign up for a PGR membership?

Sign-up is free for first year of membership. Subsequent year will require renewal fee of S\$3.90, or upgrade to Gold member to enjoy one complimentary year of Gold membership.

### What is the validity of the membership?

The membership is valid for 12 months from the date of application. E.g. If the application is made on 2 Jan 2024, the membership will expire on 31 Jan 2025.

### How do I sign up as a Silver Member?

To be a Silver member, you can download Paradise SG mobile app and sign-up via the app directly. Alternatively, Basic member can download Paradise SG mobile app, log in and update profile to be upgraded to Silver member immediately.

### Can I sign up as a Gold Member?

You are not able to sign up as a Gold Member directly. Gold Membership will require criterion to be fulfilled for upgrade.

### Where can I check the expiry date of my membership?

You may log in to your mobile app to check your membership expiry date. Expiry reminders will be sent to member via email and/or SMS. Members who opt out of marketing communications can

view their membership expiry on Paradise SG mobile app.

**What is the minimum age I can apply as a PGR member?**

You must be at least 16 years of age in the calendar year of application.

**How am I recognised as a PGR member?**

Your registered mobile number is a PGR member identification.

**Where do I update my personal details?**

To update or view your personal details, please download Paradise SG mobile app and log in with your registered mobile number.

**Do I need a password to log in to my account?**

You do not need a password to login to your account. Upon keying in your registered mobile number, an OTP will be sent to you to verify your membership and enables you to log in.

**Can I enjoy my membership privileges immediately upon successful registration?**

Yes, you can start earning rebates immediately once your account has been verified.

**Can I enjoy my PGR membership privileges overseas where there is a Paradise Group restaurant?**

PGR membership privileges are available exclusively for participating restaurants in Singapore only.

**How do I renew my membership?**

Renewal of membership can be done via our Paradise SG mobile app or at any participating restaurants in Singapore with full payment of S\$3.90.

**Will my P\$ expire?**

Yes, any unused P\$ will expire and be forfeited upon membership expiry. If you renew your membership account after its expiry, P\$ will be forfeited.

**Is my PGR membership transferrable?**

No, membership is non-transferrable.

**Can my family and friends enjoy the membership privileges if I am not present during point of billing?**

Members must be physically present at the point of billing in order to enjoy membership privileges.

**Why should I subscribe to Paradise Group SMS and EDM?**

By subscribing to marketing SMS and EDM, you will be able to receive the latest news and important updates about any exclusive promotions, offers or new openings by Paradise Group.

**Are there any privacy protection measures for my personal information submitted upon membership sign up?**

We have adopted reasonable physical, technical and administrative practices to help protect the confidentiality, security and integrity of data, including personal data, stored on our system. We believe the measures we have implemented reduce the likelihood of security problems to a level

appropriate to the type of data involved. Your personal data provided upon your consent will only be used by Paradise Group for membership privileges or updates on our news and promotions.

## **EARNING & REDEMPTION OF P\$**

### **How do I earn Paradise dollar (P\$)?**

Earn rebates, in the form of P\$, from the total food bill (dine-in and takeaway) at any Paradise Group of restaurants (except Paradise Hotpot, Le Shrimp Ramen, LeNu and Canton Paradise Noodle & Congee House restaurants).

Earning of rebates are calculated after the redemption of P\$ and do not include festive and promotional items, soup bases, condiments charge, beverages, fine wines, miscellaneous items, TTP (tea, towel and peanut), service charge and prevailing GST, etc. This amount is referred to as the total food bill.

Member has to identify oneself by informing our staff at point of billing or seating to enjoy membership benefits. Mobile number is required for earning of P\$.

Membership Tiers & Rebates Earning:

<b>Membership Tier</b>	<b>Basic</b>	<b>Silver</b>	<b>Gold</b>
Eligible Rebates (all-year round)	10% rebate	10% rebate	12.5% rebate
Eligible Rebates (birthday month)	10% rebate	20% rebate	20% rebate

### **Under what circumstances will I not be able to earn P\$?**

You will not be able to earn P\$ for special-priced food items, beverages, alcohol, miscellaneous items, service charge and prevailing GST.

When a bill discount is given, earning of rebates is not valid. Catering orders, purchase of Paradise Group vouchers and promotional items (e.g. mooncake, Chinese New Year products and rice dumplings), determined at our sole discretion, are not eligible for earning of P\$ unless otherwise specified.

### **Can I earn P\$ if I choose to takeaway my food?**

Yes. You may earn P\$ from dine in and takeaway (excluding Paradise Hotpot, Le Shrimp Ramen, LeNu Chef Wai's Noodle Bar and Canton Paradise Noodle and Congee House restaurants)

### **If I fail to present my QR code upon the point of billing, can I get my P\$ re-credited back into my account by presenting my receipt at a later time?**

No, there is strictly no earning of P\$ after completion of sales transaction.

### **How will the P\$ be rounded off?**

P\$ will be rounded to the exact \$0.01.

### **Do I need to be physically present at the restaurant to earn or redeem the P\$?**

Yes, you must be present to be entitled for any earning and redemption of P\$. This is to prevent the account from being abused by fraudsters.

### How do I redeem my P\$?

P\$ can be redeemed to offset from the total bill on your next visit at participating restaurants excluding Paradise Group catering, valid for dine-in and takeaway. To redeem rebates, member has to either present Member QR in Paradise SG mobile app, or verify identify with mobile number and OTP sent via SMS.

### Can I use my P\$ to redeem gift vouchers or promotional items?

No, P\$ cannot be used to offset catering orders, purchase of Paradise Group vouchers and promotional items (e.g. mooncake, Chinese New Year products and rice dumplings), determined at our sole discretion, unless otherwise specified.

### Can I combine multiple membership accounts to earn or redeem P\$?

No, only one membership can be used per transaction.

### Can I convert my P\$ into cash and withdraw it out from my account?

No, P\$ cannot be converted into cash or withdrawn. Any unused P\$ will expire and be forfeited upon membership expiry.

### Where can I check on my P\$ balance, e-vouchers and other membership privileges?

You may log in to your membership account via Paradise SG mobile app to check on your P\$ balance, e-vouchers and other membership privileges.

## UPGRADE TO GOLD MEMBERSHIP

### How do I upgrade to Gold Membership?

Gold Membership will need to be upgraded from Silver Membership with the following criterion fulfilled within one membership cycle:

- Complete 20 visits, each with a nett spend of \$50 or more (after any P\$ redemption), with a 4-hour interval in between each transaction
- Cumulative nett spend of \$3,000 or more (after any P\$ redemption)

### What do I get from upgrading to Gold Membership?

Basic	Silver	Gold
10% rebate	10% rebate at every visit	12.5% rebate at every visit
	20% rebate during birthday month	20% rebate during birthday month
	\$50 Birthday E-voucher (min. spend \$100)	\$50 Birthday E-voucher (min. spend \$100)
	Engagement Event	Engagement Event (Priority access)
	E-vouchers	E-vouchers
		Invitation to openings or special events
		Birthday Surprise
		Corkage fee waiver

## **TERMINATION AND CANCELLATION**

### **What should I do if I have any queries regarding my membership account?**

For membership enquiries, kindly email to us at [membership@paradisegroup.com.sg](mailto:membership@paradisegroup.com.sg), or call us at +65 6797 0176 from Mondays to Fridays, excluding PH, between 9am to 6pm.

### **How do I unsubscribe from Paradise Group's marketing/ promotional communication?**

You may also choose to unsubscribe from our marketing preference at any time. Simply log in to your account via the Paradise SG mobile app, click on "Profile" icon, uncheck the marketing preference and click "Save Changes". Alternatively, you may write in to our Membership team via [membership@paradisegroup.com.sg](mailto:membership@paradisegroup.com.sg).

### **How do I terminate my PGR membership?**

Member may choose to terminate his/her membership at any time before the expiry date, via written notice sent via email to [membership@paradisegroup.com.sg](mailto:membership@paradisegroup.com.sg). Upon the termination or cancellation of the account for whatever reasons, all P\$ will be forfeited and member shall have no further claim against us. Paradise Group will notify and confirm member's successful termination within 2 weeks upon receipt of member's notification request for membership termination.