

# AMERICAN EXPRESS

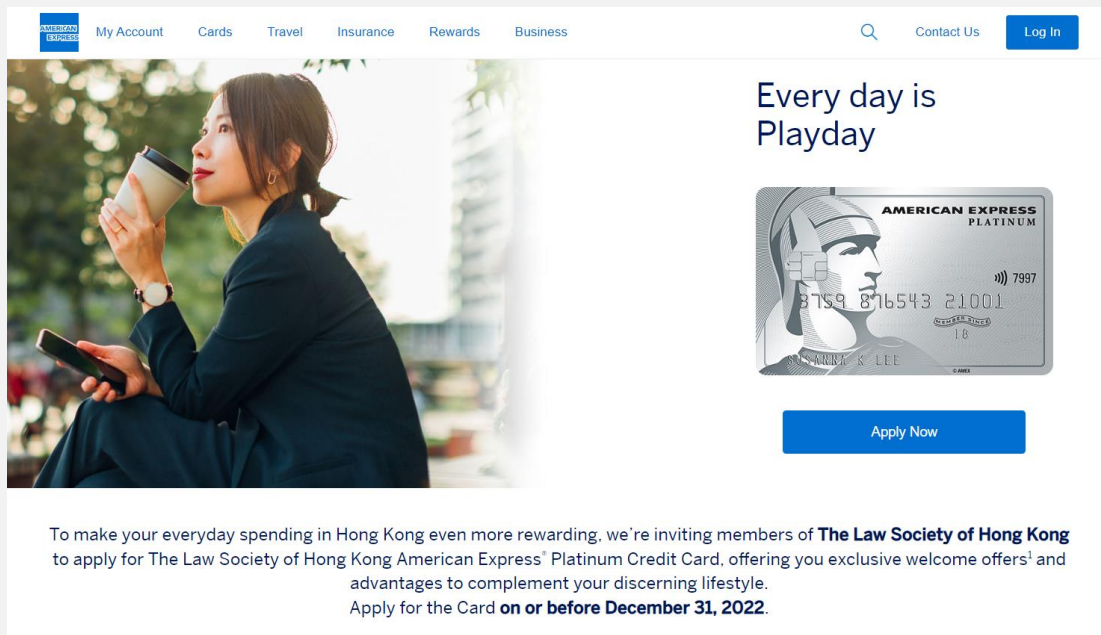
Affinity Platinum Credit and Gold Credit Card  
Digital application journey

# Card offer landing page

Page preview\*:

ENG - <https://origin-slgem.americanexpress.com/en-hk/affinity/hkls/welcome-offer/index.html>

CHI - <https://origin-slgem.americanexpress.com/zh-hk/affinity/hkls/welcome-offer/index.html>

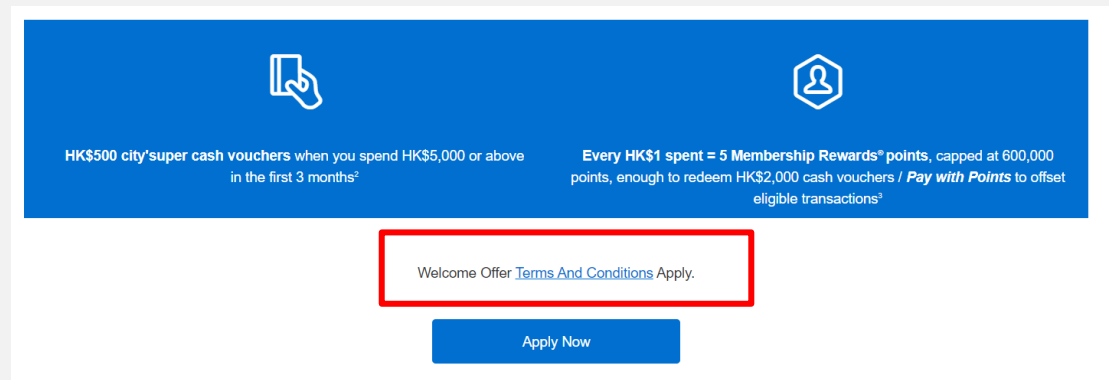


The screenshot shows the top navigation bar of the American Express website with links for My Account, Cards, Travel, Insurance, Rewards, and Business. A search icon, Contact Us link, and Log In button are also present. The main banner features a woman in a dark blazer sitting outdoors, holding a coffee cup and a smartphone. To her right, the text "Every day is Playday" is displayed above an image of an American Express Platinum credit card. Below the card is a blue "Apply Now" button. At the bottom, a text block states: "To make your everyday spending in Hong Kong even more rewarding, we're inviting members of **The Law Society of Hong Kong** to apply for The Law Society of Hong Kong American Express® Platinum Credit Card, offering you exclusive welcome offers<sup>1</sup> and advantages to complement your discerning lifestyle. Apply for the Card **on or before December 31, 2022.**"


\* Preview page only. Live URL to be shared later.


# Card offer landing page

Offer T&Cs covered in the middle and bottom part of the page.



The banner is a blue rectangle with two white icons at the top: a hand holding a card on the left and a person icon inside a hexagon on the right. Below the icons are two columns of white text. The left column describes a cash voucher offer, and the right column describes a Membership Rewards points offer. Below the banner, centered, is a white box with a red border containing the text 'Welcome Offer' followed by a blue link 'Terms And Conditions' and the word 'Apply.'. Below this box is a blue button with the text 'Apply Now'.

 **HK\$500 city<sup>1</sup>super cash vouchers** when you spend HK\$5,000 or above in the first 3 months<sup>2</sup>

 **Every HK\$1 spent = 5 Membership Rewards<sup>3</sup> points**, capped at 600,000 points, enough to redeem HK\$2,000 cash vouchers / **Pay with Points** to offset eligible transactions<sup>3</sup>

Welcome Offer [Terms And Conditions](#) Apply.

Apply Now

The above offers are subject to [Terms and Conditions](#).

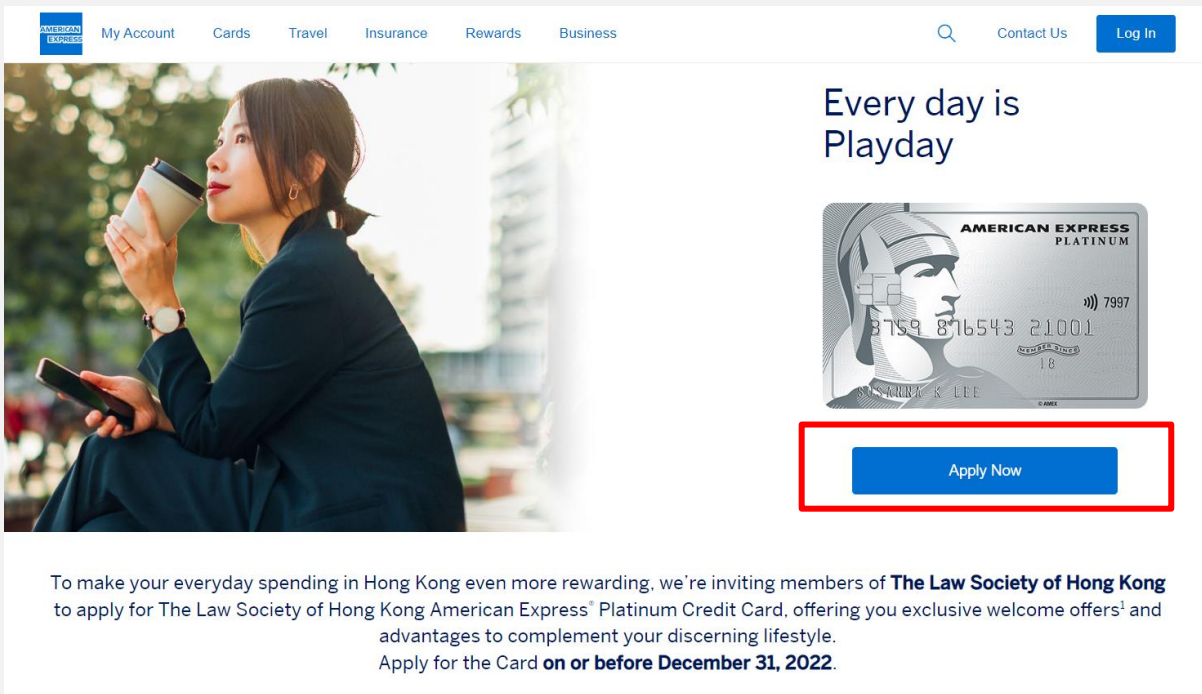
<sup>1</sup> Only valid for The Law Society of Hong Kong American Express Platinum Credit Card applications that are submitted through this website and successfully approved by American Express International, Inc. ("American Express") on or before December 31, 2022.

<sup>2</sup> Aggregate spending of Basic and / or Supplementary Cards upon Basic Card approval.

<sup>3</sup> Based on 30,000 points are enough to redeem HK\$100 cash vouchers, and 3,000 points are enough to redeem HK\$10 **Pay with Points**. Please refer to [amex.co/2Qjz16m](https://amex.co/2Qjz16m) for Membership Points Terms and Conditions.

# Card application journey

## 1. Click the Apply Now button on landing page



The screenshot shows the American Express website's landing page. At the top, there is a navigation bar with the American Express logo, links for 'My Account', 'Cards', 'Travel', 'Insurance', 'Rewards', and 'Business', a search icon, 'Contact Us', and a 'Log In' button. The main visual is a large image of a woman in a dark blazer sitting outdoors, holding a coffee cup and a smartphone. To the right of the woman, the text 'Every day is Playday' is displayed. Below this text is an image of an American Express Platinum credit card. A red rectangular box highlights the 'Apply Now' button located directly beneath the credit card image. Below the main image area, there is a text block that reads: 'To make your everyday spending in Hong Kong even more rewarding, we're inviting members of **The Law Society of Hong Kong** to apply for The Law Society of Hong Kong American Express® Platinum Credit Card, offering you exclusive welcome offers<sup>1</sup> and advantages to complement your discerning lifestyle. Apply for the Card **on or before December 31, 2022.**'

AMERICAN EXPRESS

My Account Cards Travel Insurance Rewards Business

Search Contact Us Log In

Every day is Playday

AMERICAN EXPRESS PLATINUM

7997

8759 876543 21001


NEW DESIGN 18

Apply Now

To make your everyday spending in Hong Kong even more rewarding, we're inviting members of **The Law Society of Hong Kong** to apply for The Law Society of Hong Kong American Express® Platinum Credit Card, offering you exclusive welcome offers<sup>1</sup> and advantages to complement your discerning lifestyle. Apply for the Card **on or before December 31, 2022.**

# Card application journey


2. Members are required to enter the dedicated RSVP code to get into the application page



American Express® Platinum Credit Card

Welcome.

Thank you for choosing American Express. To start the application process, enter the information below.




A detailed image of an American Express Platinum Credit Card. The card is silver with a black border. It features the American Express logo at the top, the word 'PLATINUM' below it, and a large, stylized profile of a classical figure (Minerva) on the left. The card number '8759 876543 21001' is embossed in the center, with the name 'SUZANNA K LEE' and the expiration date '18' below it. A small chip is visible on the left side.

\*RSVP Code

[START APPLICATION](#)

# Card application journey


## 3. Enter dedicated RSVP code “HKLSPLATG1”



American Express® Platinum Credit Card

Welcome.

Thank you for choosing American Express. To start the application process, enter the information below.




American Express Platinum Credit Card

\*RSVP Code

START APPLICATION

# Card application journey

## 4. Fill in e-application form

**American Express® Platinum Credit Card**  
Please complete this application in English.[Important Information](#)

**START APPLICATION****MORE ABOUT YOU****CARD OPTIONS**

Start here for preliminary approval within 60 seconds.

We may need additional information from you in order to make a decision.

\*Title  \*Surname  \*First Name

Select Title

\*HK ID or Passport Number

☐ HK ID ☐ Passport Number

\*Date of Birth

DD  MM  YYYY

\*Mobile Phone Number


\*Email Address

\*City of Residence  ☐ HK ☐ Macau

\*Personal Annual Income

HK\$

Please tick the box if you have an American Express Card issued in other country and give us the consent to check your credit history while reviewing your application. ☐

**TOP CARD BENEFITS**

Enjoy extra Membership Rewards points: HK\$1 = up to 3 points

Exclusive dining privileges with the American Express Gourmet Club

Buy-1-Get-1-Free 3D, 2D and IMAX regular priced movie tickets on Fridays all year-round at Broadway Circuit and AMC Pacific Place

Please note that the welcome offer terms and conditions may vary by promotion. For the terms and conditions of the applicable Welcome Offer and the Benefits of the Card that you are applying for, please refer to the relevant marketing communications.





END