



LoungeKey™

Cardholder Communication Toolkit for Issuer

OVERVIEW

Thank you for partnering Mastercard and for choosing LoungeKey as a benefit for your Cardholders. This toolkit is intended to provide practical communication materials and resources which you can use in communicating to your Cardholders about LoungeKey.

In this document, you will find the following resources:

- Communication on program
- Communication on the program migration (from Priority Pass)
- Reminder communication
- Frequently asked questions

TIPS

- √ Submit marketing materials to LoungeKey and Mastercard at least 60 days prior to program launch date to provide sufficient time for review and approval
- √ Notify Cardholders at least 30 days prior to program launch date to allow ample time for Cardholders to be informed and understand the new program
- √ Ensure all Cardholders communication touchpoints are updated (i.e. card-specific web pages, benefits communication, acquisition materials, etc)
- √ Remind Cardholders about the enhanced benefit and to continue to use their card through a reminder communication (sent within 3-6 months post launch)

IA. PROGRAM COMMUNICATION (LONG FORMAT)

LUXURY TRAVEL EXPERIENCE MADE SIMPLER

Escape the crowded departure halls and wait for your flight in the comfort of an airport lounge, with the complimentary LoungeKey membership which comes with your (card name).

With a simple swipe of your card, you can access over 800 global airport lounges in over 120 countries around the world without the need for a separate membership card.

Cardholder Benefits

- Complimentary LoungeKey membership which includes:
 - Paid access to overseas lounges for cardholder @ USD32.00 per visit OR (#) of complimentary visits per year for Cardholder (if applicable)
 - Paid access to overseas lounges for guests of cardholder @ USD32.00 per visit per guest OR (#) of complimentary visits per year for guests when they travel with you (if applicable)
- Complimentary refreshments and snacks
- Access to business facilities, internet, phones, fax machines and conference space

Access Your Benefits

1. To find participating lounges
 - Visit (deal specific site) or download the LoungeKey mobile app where you can easily search for useful lounge information such as location, available amenities, operating hours, guest policies, and more
 - The LoungeKey mobile app can be downloaded from Apple Store or Android Market
 - Please sign up for a user account on (deal specific site) for login details to access your LoungeKey mobile app
2. To access participating lounges
 - Visit (deal specific site) to see lounges available for you
 - Present your (card name) at the lounge, your boarding pass and identify yourself as a LoungeKey member
 - Your card will be swiped to confirm eligibility, to register your visit and to debit payment of the lounge access fee, where applicable. You may incur charges for lounge access. Please note that the Lounge Key terminal will not prompt for the lounge visit fee (where applicable) at the time of entry that will be charged to your card account after 3-5 days.

For more information, please refer to the Frequently Asked Questions, (issuer site) or contact (issuer hotline).

Terms and conditions apply. Visit (issuer site) for more information.

IB. PROGRAM COMMUNICATION (SHORT FORMAT)

LOUNGEKEY ACCESS

Option 1: With LoungeKey, access over 800 global airport lounges with a simple swipe of your (card name) at the lounge. For more information, visit (deal specific site). T&Cs apply.

Option 2: Enjoy complimentary access to hundreds of LoungeKey lounges around the world with your (card name). For more information, visit (deal specific site). T&Cs apply.

Option 3: Accessing airport lounges is faster and simpler now with (card name) and LoungeKey. For more information, visit (deal specific site). T&Cs apply.

IIA. PROGRAM MIGRATION (LONG FORMAT)

AIRPORT LOUNGE ACCESS MADE SIMPLER

Designed and created to make airport lounge access simpler, (issuing bank) is excited to introduce our new airport lounge program, LoungeKey™.

With LoungeKey, you can now enjoy access to airport lounges overseas as well, in over 800 airport lounges in over 120 countries by a simple swipe of your (card name) at the lounge without the need for a separate membership card. Now, you can access airport lounges faster and simpler, regardless of the airline you are flying with, the class of travel you are on or the airline loyalty program you belong to.

Effective (launch date), LoungeKey benefits will come automatically with your (card name) while the Priority Pass membership and privileges linked with the (card name) will cease on (cease date).

Cardholder Benefits

- Complimentary LoungeKey membership which includes:
 - Paid access to overseas lounges for cardholder @ USD32.00 per visit OR (#) of complimentary visits per year for Cardholder (if applicable)
 - Paid access to overseas lounges for guests of cardholder @ USD32.00 per visit per guest OR (#) of complimentary visits per year for guests when they travel with you (if applicable)
- Complimentary refreshments and snacks
- Access to business facilities, internet, phones, fax machines and conference space

Access Your Benefits

1. To find participating lounges
 - Visit (deal specific site) or download the LoungeKey mobile app where you can easily search for useful lounge information such as location, available amenities, operating hours, guest policies, and more
 - The LoungeKey mobile app can be downloaded from Apple Store or Android Market
 - Please sign up for a user account on (deal specific site) for login details to access your LoungeKey mobile app
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2. To access participating lounges
 - Visit (deal specific site) to see lounges available for you
 - Present your (card name) at the lounge and identify yourself as a LoungeKey member
 - Your card will be swiped to confirm eligibility, to register your visit and to debit payment of the lounge access fee, where applicable. You may incur charges for lounge access. Please note that the Lounge Key terminal will not prompt for the lounge visit fee (where applicable) at the time of entry that will be charged to your card account after 3-5 days.

For more information, please refer to the Frequently Asked Questions, (issuer site) or contact (issuer hotline).

Terms and conditions apply. Visit (issuer site) for more information.

IIB. PROGRAM MIGRATION (SHORT FORMAT)

AIRPORT LOUNGE ACCESS MADE SIMPLER

Designed and created to make airport lounge access simpler, (issuing bank) is excited to introduce our new airport lounge program, LoungeKey™.

With LoungeKey, enjoy access to airport lounges overseas in over 800 global airport lounges in over 120 countries by a simple swipe of your (card name) at the lounge without the need for a separate membership card.

Effective (launch date), LoungeKey benefits will come automatically with your (card name) while the Priority Pass membership and privileges linked with the (card name) will cease on (cease date).

For more information, please refer to the Frequently Asked Questions, (issuer site) or contact (issuer hotline).

Terms and conditions apply. Visit (issuer site) for more information.

III. PROGRAM REMINDER

Option 1: Travel with your (card name) and enjoy access to hundreds of global airport lounges via LoungeKey. Click [here](#) (linked to issuer site) for more info. T&Cs apply.

Option 2: Travelling? Bring (your card) for access to LoungeKey airport lounges globally. Click [here](#) (linked to issuer site) for more info. T&Cs apply.

Option 3: Enjoy the comfort of airport lounges globally with a simple swipe of your (card name). Click [here](#) (linked to issuer site) for more info. T&Cs apply.

IV. FREQUENTLY ASKED QUESTIONS

1. What is LoungeKey?

LoungeKey is an airport lounge program that allows you and your supplementary cardholders entry at participating lounges by showing your valid (card name) payment card. You do not need to carry an additional membership card.

Service support is provided via LoungeKey website at (deal specific site), mobile app (deal specific site) and 24/7 customer support hotline (hotline no)

2. How does LoungeKey different from Priority Pass?

LoungeKey's network of global airport lounges allows entry just by presenting your valid (card name) payment card. Priority Pass members must carry their valid Priority Pass membership card to gain entry to a lounge.

3. Do I need to enroll prior to enjoying LoungeKey?

Enrollment is not required. From (launch date), you card is ready to use at over 800 LoungeKey airport lounges.

4. What are my LoungeKey benefit?

With your (card name) membership, receive:

- Complimentary LoungeKey membership which includes:
 - Paid access to overseas lounges for cardholder @ USD32.00 per visit OR (#) of complimentary visits per year for Cardholders (if applicable)
 - Paid access to overseas lounges for guests of cardholder @ USD32.00 per visit per guest OR (#) of complimentary visits per year for guests when they travel with you (if applicable)
- Access to business facilities, internet, phones, fax machines and conference space
- Complimentary refreshments and snacks

Any excess visit over the complimentary entitlement will be charged directly to your (card name)

5. How do I find LoungeKey lounge information?

To check nearest lounge location, download lounge information and to check lounge coverage at your travel destination, you can use the following channels:

- (mobile app site) (IOS and Android)
- (deal specific site)

6. How do I gain entry into the lounge?

- Visit (deal specific site) to see lounges available for you
- Present your (card name) at the lounge, your boarding pass and identify yourself as a LoungeKey member
- Your card will be swiped to confirm eligibility, to register your visit and to debit payment of the lounge access fee, where applicable. You will then be asked to confirm the visit information (date, location and number of visitors) and sign the

card reader to certify the lounge visit. You may incur charges for lounge access. Please note that the Lounge Key terminal will not prompt for the lounge visit fee (where applicable) at the time of entry that will be charged to your card account after 3-5 days.

Please note that you are responsible to confirm details of the transaction (time of entry, number of guests you are bringing in with you into the lounge). In the unlikely event that the receptionist is not familiar with LoungeKey, please double-check your app and show them the listing.

7. Can the lounge staff provide me information about my complimentary lounge access entitlement?
 - No, as the lounge serves thousands of customers from various financial institutions globally. When your card is swiped, lounge staff only checks for access eligibility. You may incur charges for lounge access. Please note that the Lounge Key terminal will not prompt for the lounge visit fee (where applicable) at the time of entry that will be charged to your card account after 3-5 days.
 - To view program information, your usage and billing history, log in to (deal specific site). If you have any questions about your complimentary access entitlement, please contact (issuer hotline)
8. Can I bring guest to the lounge? Is there a limit to the number of guests allowed?

Each lounge has their own terms and conditions. Typically, there is no limit on the number of guests; however, each lounge has the right to limit based on occupancy and their own policy. You can find the guest policy for participating LoungeKey lounges on (deal specific site). On lounge visit charges for guests, please contact (issuer hotline).
9. Can I take children into the lounge?

Children are welcome at many lounges when accompanied by an adult. The admission policy for children varies by lounge, so it is important that you check on the Lounge Details page on (deal specific site) if there is any restrictions. On lounge visit charges for guests, please contact (issuer hotline).
10. What happens if my card has been stolen or lost?

Contact us immediately at (issuer hotline) to report the loss. We will block access to the lost/stolen card and this will be detected as a blocked card if anyone attempts to access a lounge with it. Your replacement card will be automatically enrolled in LoungeKey.
11. What services can the 24/7 customer service hotline provide?

The representatives can verify eligibility, provide airport lounge locations and amenities of the lounges. Please be advised that you will have to provide your full 16-digit card account number to access this service.
12. If I have concern and feedback, who can I approach?

Please contact (issuer hotline) to register your feedback or complaints.