



HONG LEONG  
FINANCE

*Press Release*

**Hong Leong Finance Brings Good Cheer To Its SME Customers  
With A Bevy Of Lifestyle & Business Privileges**

**Singapore, 21 Jan 2019** – Hong Leong Finance (HLF) is working with Millennium Hotels and Resorts (MHR) to launch a new loyalty programme that opens a world of special dining, entertainment and accommodation privileges to HLF's SME customers. Aptly named **HLF Exclusive Privileges**, this loyalty programme aims to help SMEs in their costs management in business entertainment and marketing.

As part of the programme, members will receive an exclusive privilege card that offers SMEs year-round benefits such as 20% dining discounts, 15% off best available rate for room inclusive of complimentary breakfast, room upgrade and VIP check-in, as well as 10% off meetings and events booked at any of MHR's hotels in Singapore - Orchard Hotel, Grand Copthorne Waterfront, Copthorne King's Hotel, M Hotel, M Social, and Studio M. (*refer to Appendix for details*). Both MHR and HLF are members of Hong Leong Group Singapore.

In addition to card benefits, members will also receive additional dining vouchers that can be used at more than ten of MHR's dining outlets here. These include Hua Ting Chinese Restaurant at Orchard Hotel, Princess Terrace at Copthorne King's Hotel, Beast & Butterflies at M Social, Café 2000 at M Hotel, and MEMO Café at Studio M.

**Helping SMEs Manage Rising Costs**

"We understand the essential role that dining, entertainment and events contribute to business expansion and sales growth. These activities add to increased expenditure which can be challenging for SMEs. This is why it is important that we help them find an avenue to manage these costs effectively," said HLF President Mr Ang Tang Chor.

"The HLF Exclusive Privileges Programme is tailored so that cumbersome criteria like membership fees are eliminated so SME bosses can join easily and enjoy all privileges it has to offer, as well as save costs while growing their business. We want to see SMEs succeed and are pleased to partner Millennium Hotels and Resorts on a loyalty programme that is relevant and helpful to them," said Mr Ang.

Indeed, all SME customers who have two or more products with HLF such as an Equipment Loan or a Working Capital Loan and a Business Current Account qualify for the programme, making almost all HLF's SME customers immediately eligible.

"We are excited to be Hong Leong Finance's preferred hospitality partner. We look forward to welcoming their strong network of SMEs to our portfolio of hotels and food & beverage venues in Singapore. This partnership further enhances our position in the market and bring us closer to the business community," said Mr Tan Kian Seng, Millennium & Copthorne Hotels' (M&C) interim Chief Executive Officer. MHR is the umbrella brand of M&C.

***For media queries, please contact***

Louisa Cheong  
Manager, Group Corporate Affairs  
Hong Leong Group Singapore  
Tel: 6877 8536  
Email: [louisacheong@cdl.com.sg](mailto:louisacheong@cdl.com.sg)

Yet Pek Yeen  
Vice President  
Head, Marketing Services  
Hong Leong Finance Limited  
Tel: 6415 9340  
Email: [yetpy@hlf.com.sg](mailto:yetpy@hlf.com.sg)

## Appendix



### YOUR PRIVILEGES



#### Dining

- Year round 20% off total bill at participating F & B Outlets (10% off on food only at Memo, Studio M Singapore)
- 2x vouchers with 50% off – 2 persons dining
- 2x vouchers with 30% off – 3 persons dining



#### Accommodation

- 15% off Best Available Rate
- Breakfast for 2
- Upgrade to next room category (subject to availability)
- VIP Check-in



#### Meetings & Events

- 10% off total bill with minimum spend of S\$2,000



#### My Millennium

##### Guest Rewards Programme

- Welcome Bonus of 1,000 My Points with every new sign-up

Terms and conditions apply for all offers.