

SOGO 40 Lucky Draw

SOGO Rewards members who spend \$1,000 or more on a single purchase from now to 6/1/2026 at SOGO Causeway Bay Store or Kai Tak Store (excluding SOGO Gift Certificates) will receive double winning opportunities for the "SOGO 40 Lucky Draw," with a chance to win:

- Over 180,000 pieces of "Instant Electronic Draws"
Including travel experience vouchers, SOGO Gift Certificates, SOGO Rewards points, brand vouchers, and exquisite gifts.
Draw Method: Eligible participants can participate in the "Instant Electronic Draws" within the SOGO Rewards mobile app.
- And accumulate eligibility for the "Grand Draw"
With a chance to win exciting prizes such as a BYD Atto 2 electric vehicle, CVISION 30 seconds exclusive exposure slot, and a 4-day 3-night Tokyo trip for two provided by SOGO & SEIBU JAPAN!
Registration Method: Members need to click "Join" once in the "Lucky Draw" page of the SOGO Rewards mobile app under the "SOGO 40 Lucky Draw" item to register for the draw.

The list of "Grand Draw" winners will be announced on January 21, 2026. Each member can receive up to 40 "Instant Electronic Draw" and 40 "Grand Draw" draw opportunities per day.

Shop now to embark on your dream journey! The more you spend, the more draws you get—don't miss out!

Terms and Conditions:

1. From now to January 6, 2026, SOGO Rewards members who spend \$1,000 or more on a single invoice at SOGO Causeway Bay Store or Kai Tak Store (excluding SOGO Gift Certificates) will receive 1 "Instant Electronic Draw" opportunity for the "SOGO 40 Lucky Draw." The draw opportunity will be credited to the account within no more than 48 hours after the eligible transaction, though processing time for some promotional activities may be longer; and members can simultaneously click "Join" on the relevant lucky draw activity page in the SOGO Rewards mobile app to obtain "Grand Draw" draw opportunities based on their spending. The draw participation period is from now to January 8, 2026.
2. Each member can receive up to 40 "Instant Electronic Draw" and 40 "Grand Draw" draw opportunities per day.
3. Members must provide their SOGO Rewards membership number to SOGO staff before completing their purchase in order to obtain draw opportunities in the SOGO Rewards mobile app. Members must update the SOGO Rewards mobile app and operating system to the latest version to obtain draw opportunities. No retroactive opportunities will be provided.
4. If a winner in the "Instant Electronic Draw," the electronic redemption voucher will be automatically stored in the winner's account. Members can log in to the SOGO Rewards mobile app to view their "Wallet." Members must log in to their membership account via the SOGO Rewards mobile app/WeChat Mini Program and present the QR code of the relevant electronic redemption voucher to SOGO staff for verification and redemption.
5. SOGO will draw the "Grand Draw" winners on January 14, 2026, and publish the list of winners and the event conclusion statement in Sing Tao Daily and The Standard on January 21, 2026.
6. Within 7 working days after the announcement of the "Grand Draw" winner list, event winners will receive SMS or SOGO app push notifications. The SMS will be sent to the phone number provided by the winner at the time of draw participation. To ensure receipt of the relevant winning notifications, winners must enable receiving SMS or push notifications from SOGO on their devices and in the app.
7. All data is subject to the display on the SOGO Rewards membership system terminal. Participants shall not raise any objections.
8. Winners of alcohol prizes must be 18 years or older. If under 18, the prize must be collected by an 18-year-old or older guardian.
9. SOGO will contact members based on the contact phone number or email address provided. SOGO shall not be responsible if winners cannot be notified due to incorrect registration information.
10. All data is subject to the display on the SOGO Rewards membership system backend terminal. Participants shall not raise any objections.
11. All canceled or returned transactions are not eligible for this draw. If prizes have already been issued, SOGO reserves the right to reclaim the issued prizes.
12. Winners must collect their prizes at the specified location within the specified date; otherwise, the prize will be forfeited.
13. All prizes are non-exchangeable for cash.
14. Purchases of goods/services that do not earn points are not eligible for this promotion.
15. In case of any disputes, SOGO (Hong Kong) Department Store Limited reserves the final decision right.