

PREMIUM OFFERS



TRAVELLING

Exclusive privileges for a priceless trip and an unforgettable holiday.



DINING

Culinary delights creating an exquisite experience.



SHOPPING

Special privileges, making the shopping a real masterpiece.

TRAVELLING PRIVILEGES



Bulgaria Air -
making your
trip a pleasant
experience

Bulgaria Air

Bulgaria Air is the national airline of the Republic of Bulgaria. The main objective of the airline is offering to the customers the highest quality of air transportation service, combined with traditional Bulgarian hospitality on board.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- Upon request, cardholders will receive automatically a Silver level card in Bulgaria Air's loyalty program "FLY MORE" and will be able to use all the benefits it offers

www.air.bg



TRAVELLING PRIVILEGES

Kaliakria Resort

Kaliakria Resort is located in one of the most picturesque spots of the Black Sea region, about 60km north of Varna. The town of Balchik with its new modern port for sailing yachts is very close. The area inspires with quiet bays and secluded beaches, as well as with the recently created championship golf courses and the annual amateur sailing competitions like the International Black Sea Regatta and Kaliakria Cup.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- **Transfer from the Varna airport to the hotel for minimum 2 nights**
- **Early check-in and late check-out***
- **Room Upgrade***
- **Welcome drink in the hotel restaurant or the pool bar**

**subject to availability*

www.kaliakria.com

Yastrebets Hotel

A luxury ski-in and ski-out SPA hotel, located in the century-old woods of Rila mountain above Borovets. Relax with SPA therapies, sport activities or winter adventures in the mountain.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- **Early check-in and late check-out**
- **Compliment in the hotel room**

www.hotelyastrebets.bg

Kamengrad Spa & Hotel

The four-star SPA complex Kamengrad is situated in the heart of town of Panagyurishte, 90 km distant from Sofia and 80 km away from Plovdiv.

The hotel is completely orientated in offering quality SPA & Wellness services alongside with planning of different corporate and family events in a developed conference center.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- **Early check in and late check out***
- **Room upgrade***
- **Access to the multifunctional sports room and bikes**

**subject to availability*

www.kamengrad.thracian-hoteliers.com



TRAVELLING PRIVILEGES

TO RELAX
IN COMFORT:
PRICELESS.

Omaya

Omaya is located in the Southwestern Bulgaria, 20 km to Gotse Delchev and a few km of the border with Greece among the enchanting nature of the southern slopes of the Slavyanka Mountains. The non traditional village is on the area of 500 dka. The fairy atmosphere is completed by 2 lakes, forests, meadows and many fairy rocks.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- Degustation of organic products produced in the village

www.omaya.bg

Yellow Taxi

How far you can go with limousine? As far as your card allows you, of course.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- Access to Lux Trans service at preferential rates (limousine car and a personal driver)
- Arranging meeting of guests at Sofia Airport

The only condition is the transaction to be done at least an hour before the taxi is ordered.

www.yellow333.com

Fiesta Travel

Fiesta Travel is your reliable partner when it comes to organizing your dream holiday or business trip.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- Personal travel assistant, reachable at a special telephone number, available only for MasterCard® premium cardholders.
- In partnership with VOYAGE magazine - premium cardholders will receive exclusive offers during the program

www.fiestatravel.bg



DINING

The exquisite taste requires special treatment. Therefore in MasterCard®'s program take part restaurants that know what to offer to the most sophisticated clients.

La Casa

La Casa is the house in the heart of Sofia that invites you to experience Mediterranean atmosphere. At La Casa Restaurant we strive to offer you the perfect combination of good food, pleasant environment and careful service.

Compliment after transaction: a desert.

www.lacasa.bg



Delicious
compliments



DINING

CULINARY DELIGHTS – *M-M-M...*

Corso

At Corso you will find a various, healthy and delicious food and drinks, suitable for every moment from the fast everyday life of the capital.

Compliment after transaction: a desert.

www.corso.bg

La Terrazza

La Terrazza is the best place for your coffee, lunch or dinner in the east side of Sofia.

Compliment after transaction: a desert.

www.LaTerrazza.bg

Gloria Mar

Gloria Mar is an elite Bulgarian restaurant chain with its own concept and high standards. The brand is developing very fast and already have restaurants in Sofia, Nessebar, Pamporovo, Sunny Beach and Marina Dinevi, Sveti Vlas. The concept of restaurants is high class menu, excellent service and an elegant interior.

Compliment after transaction: bottle of wine.

www.gloriamar-bg.com

Este

Restaurant for connoisseurs - for people with taste and style. Taste the difference!

Compliment after transaction: Special chocolates in luxury packaging for home.

www.este-restaurant.com



SHOPPING

One step ahead
in front of
everybody
else

Fashion Days

Fashion destination number one in Central and Eastern Europe with a huge variety of original products ordered directly from fashion brands, including Calvin Klein, Michael Kors, Armani, United Colors of Benetton, Nike, Adidas, Converse, Desigual, Vero Moda, Guess, Geox and others.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- That is why all the MasterCard® premium cardholders will have the possibility to attend exclusive bazaars with the new collections of Fashion Days before their official selling release

www.fashiondays.bg

Optic Gallery

In order to have an eye for the priceless things, is necessary to have a good vision.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- That is why Optic Gallery will provide exclusive ophthalmologic consultations for all MasterCard® premium cardholders

www.facebook.com/www.opticgallery.eu



SHOPPING

Pandora

Every woman has her own history to be proud of, a character to be praised and remarkable moments - PANDORA gives all women the opportunity to tell their own story through unique jewelry.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM: :

- Possibility to access exclusively the new collections, before they are officially in sale

www.pandora.net

Douglas & beauty|zone

In Douglas & beauty|zone perfumeries you can find wide range of skin care products, perfumery, make-up and hair&body products from leading international brands.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- Gift for every purchase with a premium card, above 100 BGN: a travel size product by choice - from Douglas XLs, as well as a set of 3 samples
- Possibility for issuing of a Douglas and beauty|zone loyalty card, without a minimum amount of purchase

www.beautyzone.bg

Nido

Home is the place where you live, and where you feel comfortable. MasterCard® and furniture house Nido know this and give to all premium cardholders priceless privileges, which will bring more warmth and coziness in their homes.

PRIVILEGES FOR PARTICIPANTS IN THE PROGRAM:

- Celebrate your new table and chairs with a bottle of Italian Prosecco with two glasses and a voucher for dinner in pizzeria Forno Chipollini
- Your new kitchen will be fully complete with a new set of pans
- Relax at your new couch with a fine book from a classic Bulgarian author
- Enjoy the comfort of your new bed with a luxury bed set

www.nido.bg



BUSINESS LOUNGES

Waiting
in comfort

Vienna International Airport

Enjoy the exceptional conveniences in special salons of Vienna International Airport!

Only MasterCard® premium cardholder could take the advantage of the comfort in SKY Lounge and JET Lounge absolutely free.

www.viennaairport.com

Sofia Airport

Free access to business lounge "Preslav" for selected MasterCard® premium cardholders.

www.sofia-airport.bg



LAUNCH OF THE PROGRAM

Launch Date:
1st of August,
2015

How it will function

The program will function mainly through MasterCard®'s website – mastercard.bg, where we will have a special section, dedicated to "Priceless Specials". The section will contain:

- general information about the program;
- online catalog with all premium offers;
- special offers sign-up page.

All cardholders will be invited to register on the sign-up page of the program, so they can become registered members of the program. All registered cardholders will have the privilege to be the first to learn about exclusive offers, special events and activations.

How we will communicate it

After the official start of the program MasterCard® will have a targeted ATL campaign to premium users, communicating start of premium program in Bulgaria and call to action for registration of users on mastercard.bg. The campaign is planned for end of the 1st of August, and a 2nd wave will be planned in mid September.

