

Special Stamp Issue — “Year of the Ox” & “Gold and Silver Stamp Sheetlet on Lunar New Year Animals – Rat / Ox”

1. Year of the Ox



Year of the Ox - Mint Stamps



Stamp Sheetlet



Silk Stamp Sheetlet

A set of special stamps on “Year of the Ox”, with associated philatelic products, will be released for sale on **28 January 2021 (Thursday)**.

It is customary in the Chinese culture to mark years with the twelve Chinese zodiac signs, and 2021 rings in the Year of the Ox. Hongkong Post presents the tenth issue in the fourth Lunar New Year special stamp series, featuring a set of four stamps and a stamp sheetlet depicting the Ox in diversified art forms. The Ox, characterised by its strength, will certainly bring everyone well-being and blessings in the year ahead.

2. Gold and Silver Stamp Sheetlet on Lunar New Year Animals – Rat / Ox


 Gold and Silver Stamp Sheetlet on
Lunar New Year Animals – Rat / Ox

It is time to wave off the Year of the Rat and usher in the Ox for a new start. The twelve Chinese zodiac signs compose an endless cycle of life, a symbol of joy and peace year after year. Hongkong Post presents a Lunar New Year Gold and Silver Stamp Sheetlet – Rat / Ox to mark this special occasion. The stamps depicting the Rat and Ox are lavishly finished in shining silver foil and glittering gold plating respectively, an embellishment to the prestigious glamour of the stamp sheetlet and a blessing for health and well-being of everyone in the year ahead.

 (1_Eng/2021 – 11/1)¹

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Sales Arrangements

I) “Year of the Ox” Special Stamp Issue

Official First Day Covers for “Year of the Ox” and Official Souvenir Covers for the “Gold and Silver Stamp Sheetlet on Lunar New Year Animals – Rat / Ox” will be put on sale at \$2 each at all post offices from **14 January 2021**. Prestige Version of the aforesaid covers will also be available at \$10 each at all philatelic offices on the same day.

The special stamps and associated philatelic products will be displayed at the General Post Office, Tsim Sha Tsui Post Office, Tsuen Wan Post Office, Sha Tin Central Post Office and Tuen Mun Central Post Office. Advance orders for servicing self-provided covers will be accepted at all philatelic offices from **14 to 20 January 2021**.

Information about the sales arrangements is set out below:

Products	Unit Selling Price (HKD)	Sales Period	Maximum Purchase Quantity Per Queuing Customer on the First Two Days of Sales
(A) Products Available at all Post Offices			
“Year of the Ox” Special Stamps			
First Day Cover	2	14 January 2021 to 27 April 2021	No restriction
Mint Stamps (a set of four stamps)	15.60	28 January 2021 to 27 April 2021	5 sheets of each denomination (viz. 125 stamps of each denomination)
Stamp Sheetlet (containing a \$10 stamp)	10		10 sheets
Silk Stamp Sheetlet (containing a \$50 stamp)	50		10 sheets
Presentation Pack (containing a set of four stamps and a \$10 Stamp Sheetlet)	45		5 packs
“Gold and Silver Stamp Sheetlet on Lunar New Year Animals – Rat / Ox”			
Souvenir Cover	2	14 January 2021 to 27 April 2021	No restriction
Stamp Sheetlet (containing a set of two \$50 Gold & Silver stamps, of two designs)	100	28 January 2021 to 27 April 2021	5 sheets
Presentation Pack (containing a Stamp Sheetlet of two \$50 Gold & Silver stamps, of two designs)	145		5 packs

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Products	Unit Selling Price (HKD)	Sales Period	Maximum Purchase Quantity Per Queuing Customer on the First Two Days of Sales
(B) Product Available at 38 Philatelic Offices only			
First Day Cover (Prestige Version)	10	14 January 2021 to 27 April 2021	No restriction
Postage Prepaid Lunar New Year Greeting Card (Air Mail) (containing a set of four cards)	52/ set	28 January 2021 to 27 April 2021	5 sets
Serviced First Day Cover affixed with a set of four stamps (date-stamped with associated special postmark)	20.1		5 covers
Serviced First Day Cover (Prestige Version) affixed with a set of four stamps (date-stamped with associated special postmark)	28.1		5 covers
Serviced First Day Cover affixed with a \$10 Stamp Sheetlet (date-stamped with associated special postmark)	14.5		5 covers
Serviced First Day Cover (Prestige Version) affixed with a \$10 Stamp Sheetlet (date-stamped with associated special postmark)	22.5		5 covers
Serviced First Day Cover affixed with a Silk Stamp Sheetlet (date-stamped with associated special postmark)	54.5		5 covers
Serviced First Day Cover (Prestige Version) affixed with a Silk Stamp Sheetlet (date-stamped with associated special postmark)	62.5		5 covers
“Gold and Silver Stamp Sheetlet on Lunar New Year Animals – Rat / Ox”			
Souvenir Cover (Prestige Version)	10	14 January 2021 to 27 April 2021	No restriction
Serviced Souvenir Cover affixed with a Stamp Sheetlet (date-stamped with associated special postmark)	104.5	28 January 2021 to 27 April 2021	5 covers
Serviced Souvenir Cover (Prestige Version) affixed with a Stamp Sheetlet (date-stamped with associated special postmark)	112.5		5 covers

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Products	Unit Selling Price (HKD)	Sales Period	Maximum Purchase Quantity Per Queuing Customer on the First Two Days of Sales
Heartwarming Stamps (2021 Version) “Year of the Ox” Mini-panes (Image Tab)			
Mini-pane (Local Mail Postage) (containing 12 Heartwarming Stamps)	46	28 January 2021 to 27 April 2021	2 panes
Mini-pane (Air Mail Postage) (containing 12 Heartwarming Stamps)	85		2 panes
(C) Products Available at the General Post Office, Tsim Sha Tsui Post Office, Tsuen Wan Post Office, Sha Tin Central Post Office and Tuen Mun Central Post Office			
“Year of the Ox” Special Stamps			
Red Packets (A pack of 20 pieces with 4 designs)	25 / pack	from 14 January 2021, while stock lasts	5 packs

- Remarks: (1) The above philatelic products **are included** in “2021 Advance Order Service”.
- (2) For overseas and Mainland customers, please ensure that there is sufficient balance in your account to settle the payment of your advance order. Otherwise, your order will be processed only when stock is still available after all orders with payments settled have been fulfilled.
- (3) The above philatelic products are limited in supply and will be available for sale for three months while stock lasts.
- (4) All images are for reference only.
- (5) Stamp products should be kept in cool and dry places and avoid placing them under direct sunlight or in hot environment.
- (6) The above philatelic products (except First Day Cover & Souvenir Cover) will be put on sale at “ShopThruPost” (Shopthrupost.hongkongpost.hk) starting from 8:00 a.m. on 28 January 2021 (Thursday).

Date-stamping Arrangements

A hand-back date-stamping service using the office steel date-stamp and the two special postmarks will be provided on **28 January 2021** at all post offices for official/private-made covers bearing the first day of issue indication and a local address. All philatelic offices will also provide hand-back date-stamping service using the “Philatelic Bureau” pictorial postmark and the philatelic office pictorial postmark concurrently. The GPO-1 date-stamp will only be available at the General Post Office.

Special Arrangements under the Epidemic

For the stamp issue to be launched throughout the period of the pandemic, Hongkong Post will implement a special sales arrangement to achieve social distancing and prevent crowds. These arrangements, which shall be applicable to this issue, include:

- 1) Ordering of stamp products on the website;
- 2) Collection points to be set up at all post offices on the issue date of the special stamps to facilitate the submission of order forms as well as first day covers requesting hand-back date-stamping service.

The above arrangements are subject to change in view of the development of the epidemic situation. For enquiry on the latest updates on the arrangements, please visit the Hongkong Post Stamps website at stamps.hongkongpost.hk, or call the Philatelic Bureau hotline at 2785 5711.

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Stamp Data

Year of the Ox

Design:	KAN Tai-keung
Printer:	Stamp Sheet & \$10 Stamp Sheetlet - Southern Colour Print, New Zealand Silk Stamp Sheetlet - Cartor Security Printing, France
Process:	Stamp Sheet & Silk Stamp Sheetlet - Lithography \$10 Stamp Sheetlet - Lithography plus hot foil stamping
Stamp Size:	Stamp Sheet - 45 mm × 28 mm \$10 Stamp Sheetlet & Silk Stamp Sheetlet - 45 mm × 45 mm
Stamp Layout:	Stamp Sheet - Pane of 25 stamps
Stamp Sheetlet Size:	\$10 Stamp Sheetlet - 135 mm × 85 mm Silk Stamp Sheetlet - 80 mm × 80 mm
Perforation:	Stamp Sheet - 14.25 (one elliptical perforation on each vertical) \$10 Stamp Sheetlet & Silk Stamp Sheetlet - 13.25 (one elliptical perforation on each vertical)
Paper:	Stamp Sheet & \$10 Stamp Sheetlet - Paper with security fibres Silk Stamp Sheetlet - Silk paper with security fibres
Date of Issue:	28 January 2021

Gold and Silver Stamp Sheetlet of Lunar New Year Animals – Rat/Ox

Design:	KAN Tai-keung
Printer:	Cartor Security Printing, France
Process:	Year of the Rat - Lithography plus silver hot foil stamping Year of the Ox - Lithography plus 22-carat gold-plated lace metal
Stamp Size:	45 mm × 28 mm
Stamp Sheetlet Size:	135 mm × 90 mm
Perforation:	13.25 (one elliptical perforation on each vertical)
Paper:	Paper with security fibres
Date of Issue:	28 January 2021

Heartwarming Stamps (2021 version) – “Year of the Ox” Mini-pane (Image Tab)

Design:	KAN Tai-keung
Printer:	Cartor Security Printing, France
Process:	Local mail postage - Lithography plus spot varnishing Air mail postage - Lithography plus embossing with spot varnishing
Stamp Size:	30 mm × 30 mm
Stamp Tab Size:	40 mm × 30 mm
Mini-pane Size:	240 mm × 190 mm
Perforation:	13.5 × 13.25 (one elliptical perforation on each vertical)
Paper:	Paper with security fibres
Date of Issue:	28 January 2021

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Year of the Ox



Special Postmark



Red Packets



Presentation Pack (Cover)



Presentation Pack (Inside)



Postage Prepaid Lunar New Year Greeting Card (Air Mail)



Serviced First Day Cover affixed with a set of four stamps and date-stamped with the special postmark



Serviced First Day Cover affixed with a \$10 Stamp Sheetlet and date-stamped with the special postmark



Serviced First Day Cover affixed with a Silk Stamp Sheetlet and date-stamped with the special postmark



Serviced First Day Cover (Prestige Version) affixed with a set of four stamps and date-stamped with the special postmark



Serviced First Day Cover (Prestige Version) affixed with a \$10 Stamp Sheetlet and date-stamped with the special postmark



Serviced First Day Cover (Prestige Version) affixed with a Silk Stamp Sheetlet and date-stamped with the special postmark

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Heartwarming Stamps (2021 Version) “Year of the Ox” Mini-panes



Mini-pane (Local Mail Postage)



Mini-pane (Air Mail Postage)

Gold and Silver Stamp Sheetlet of Lunar New Year Animals – Rat/Ox



Special Postmark



Presentation Pack (Cover)



Presentation Pack (Inside)



Serviced Souvenir Cover affixed with a Stamp Sheetlet



Serviced Souvenir Cover (Prestige Version) affixed with a Stamp Sheetlet

II) 2021 Souvenir Cover

A newly designed “2021 Souvenir Cover” will be put on sale at \$2 each at **38 philatelic offices**, as well as Hongkong Post’s Online Shopping Mall “*ShopThruPost*” from **14 January 2021 to 31 December 2021**.



2021 Souvenir Cover
(Small Size: 220mm x 110mm)



2021 Souvenir Cover
(Medium Size: 228mm x 162mm)



2021 Souvenir Cover
(Large Size: 265mm x 190mm)

All images are for reference only.

Stamps Products Sales Report

(I) Three Months Sales Report

Quantity sold (In thousand pieces)

Date of Issue	Special Stamp Issue	Stamp Sheetlet	Presentation Pack
17.9.2020	Hong Kong • International Legal Hub	110	9

(II) First Day Sales Report

1. Quantity sold (In thousand pieces)

Date of Issue	Special Stamp Issue	\$2.00 Stamp	\$2.60 Stamp	\$3.40 Stamp	\$3.70 Stamp	\$4.90 Stamp	\$5.00 Stamp	\$10 Stamp Sheetlet	\$20 Stamp Sheetlet
27.11.2020	Bruce Lee's Legacy in the World of Martial Arts	412	271	262	266	269	268	236	110

Date of Issue	Special Stamp Issue	Presentation Pack	Souvenir Pack	Mini-pane	Postcard	Postage Prepaid Picture Cards
27.11.2020	Bruce Lee's Legacy in the World of Martial Arts	22	9	65	15	9

Date of Issue	Special Stamp Issue	\$2.00 Stamp	\$3.70 Stamp	\$4.90 Stamp	\$5.00 Stamp	Souvenir Sheet	Presentation Pack	Postage Prepaid Christmas Cards
4.12.2020	Christmas Stamps IV	163	82	80	83	72	6	4

2. Total revenue

27.11.2020	Bruce Lee's Legacy in the World of Martial Arts	HK\$19.99 million
4.12.2020	Christmas Stamps IV	HK\$4.42 million

The above reports are also available at the Hongkong Post Stamps website stamps.hongkongpost.hk.

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