



ALLIANCE BANK

ABMB X Shopee 2023

Alliance SavePlus Account Campaign

Terms and Conditions

Updated as of 01/04/2023

General Terms and Conditions

1. The “ABMB X Shopee Alliance SavePlus Account Campaign” (“Campaign”) is organised by Alliance Bank Malaysia Berhad (“Bank”) shall run from **01 April 2023 to 30 September 2023**; inclusive of both dates, unless as stated otherwise (“Campaign Period”).
2. By participating in this Campaign, the Eligible Customers (as defined hereunder) are reminded to thoroughly read and fully understand all the Terms and Conditions herein before agreeing to be fully bound by and accept all the Terms and Conditions.
3. New and Existing Bank Customers who meet the conditions as set out hereinafter shall be collectively referred to as “Eligible Customers”. Notwithstanding the abovementioned, the following individuals are **NOT eligible** to participate in this Campaign:
 - a) Customers whose account(s) with the Bank are dormant or inactive or who have breached any agreements with the Bank; or
 - b) Customers whose account(s) with the Bank are, as per the bank’s internal policies, unsatisfactorily conducted; or
 - c) Any other persons as determined by the Bank to be excluded according to its internal policy (ies); or
 - d) Permanent and/or contract employees of Alliance Bank (including its subsidiaries and related companies; or
 - e) Payroll customers under Alliance@Work.
4. To be entitled for the reward as stipulated in **Table A & B** below (“Campaign Reward”), the Eligible Customers must have signed up for Alliance SavePlus Account (“SavePlus”) during the Campaign Period and meet the minimum criteria stated in **Table A & B**. The Eligible Customers are required to apply the product via allianceonline mobile app by keying in invitation code “**SHOPEE**” during the application.
5. Fulfilment to be carried out based on the invitation code, “**SHOPEE**” that is being keyed in during the application via allianceonline mobile app. The Eligible Customers will be entitled to get RM50 worth of Shopee Voucher & will be delivered to the Eligible Customer’s registered mobile number via SMS/ registered email/ registered address with the bank. *(to be fulfilled within 90 days after the end of campaign period)*.
6. In the event if multiple customers use the same mobile number during the application, only the first Eligible Customer will be entitled for Campaign Reward.

Table A:
FOR NEW TO BANK/ NEW TO PRODUCT CUSTOMERS

Participating Product	Campaign Criteria	Sign Up Reward	Total Sign Up Reward Capping
SavePlus (“Eligible Account”)	Apply SavePlus via allianceonline mobile app with a minimum deposit of RM20 & maintain positive account balance until account opening month end.	RM50 worth of Shopee Voucher <i>(to be fulfilled within 90 days after the end of campaign period)</i>	Capped at RM50 worth of Shopee Voucher per Eligible Customer and capped at first 1,000 customers who successfully open and activate

			SavePlus during Campaign Period (within 30 days from the account application month)
--	--	--	-------------------------------------------------------------------------------------

Table B:
FOR NEW TO BANK/ NEW TO PRODUCT CUSTOMERS

Campaign Pre-requisite	Month End Balance of SavePlus Account Opening Month	Additional Cashback Reward (RM)	Total Additional Cashback Reward Capping
Apply & Activate SavePlus via allianceonline mobile app with a minimum deposit of RM20 with during campaign period (open and activate within 30 days from the account application month)	RM2,500 & below	RM0	Capped at RM80 worth of Additional Cashback Reward per Eligible Customer. Total Campaign Allocation for Additional Cashback capped at RM80,000 throughout campaign period, on a first come first served basis, across all partners.
	More than RM2,500	RM30 Cashback	
	More than RM10,000	RM80 Cashback	

Note: Additional Cashback will be credited into Eligible Customer's SavePlus Account.

Cases Illustration

Scenario 1: Eligible Customer apply & activate SavePlus on 05/04/2023 with deposit balance RM500. On 18/04/2023, he/she top up SavePlus account balance to RM2500. On 30/04/2023, his/her SavePlus account month end balance is at RM2500. **No Additional Cashback will be rewarded for Scenario 1.**

Scenario 2: Eligible Customer apply & activate SavePlus on 05/04/2023 with deposit balance RM20. On 18/04/2023, he/she top up SavePlus account balance to RM2,501. On 30/04/2023, his/her SavePlus account month end balance is at RM2,501. **Additional Cashback for Scenario 2 is RM30.**

Scenario 3: Eligible Customer apply & activate SavePlus on 15/04/2023 with deposit balance RM12,000. On 18/04/2023, he/she withdraw RM5,000 from SavePlus account. On 30/04/2023, his/her SavePlus account month end balance is at RM7,000. **Additional Cashback for Scenario 3 is RM30.**

Scenario 4: Eligible Customer apply & activate SavePlus on 15/04/2023 with deposit balance RM1,000. On 18/04/2023, he/she top up SavePlus account balance to RM10,001. On 30/04/2023, his/her SavePlus account month end balance is at RM10,001 **Additional Cashback for Scenario 4 is RM80.**

- Referring to the Total Campaign Reward Capping, Eligible Customers will be rewarded based on a first come first served basis, based on their successful account opening date, and subject to campaign reward availability.

SavePlus Campaign Terms and Conditions

8. This Campaign is open to the following customers (“Eligible Customers”):
 - a. Individuals who have attained the age of eighteen (18) or above; and
 - b. Does not hold any Current/Savings Account/-i (“CASA/-i”) including SaveLink Account, Share Trading and Share Margin Financing (“SMF”) Accounts with the bank for the past 12 months prior to the starting date of the Campaign Period; and
 - c. Apply SavePlus via allianceonline mobile app access during the Campaign Period, successfully open and activate within 30 days from the account application month.
9. Eligible Customers need to initiate Eligible Account opening with the invitation code, “**SHOPEE**” through allianceonline mobile app, electronic Know Your Customer (“eKYC”) process within the Campaign Period. Eligible Customer’s NRIC and mobile number have to be captured in the Bank’s system via OTP process.
10. The Eligible Customers are required to apply the Eligible Account within the Campaign Period, successfully open and activate the Eligible Account within 30 days from the account application month otherwise the Bank reserves the right to forfeit the Campaign Reward.
11. Each Eligible Customer is entitled for one (1) time Campaign Reward only. If for any reason, Eligible Customers have multiple Eligible Accounts, which are eligible for the Campaign Reward(s), only ONE (1) account will be rewarded.
12. In the event if the Eligible Customers are failed to open an Eligible Account via eKYC, the Eligible Customers will be invited to continue & complete the account opening at their preferred branch. The minimum amount to open an Eligible Account is RM20 via allianceonline mobile app and RM250 for in-branch account opening. The Eligible Criteria of eKYC (but not limit to) are:
 - a) Malaysians aged 18 and above with the latest MyKad (have a large and a small picture of yours)
 - b) Have a personal Current/Savings Account/-i (CASA/-i) with internet banking in another bank in Malaysia (to perform DuitNow / Instant Transfer)
 - c) New or existing Alliance Bank customer without a CASA/-i and allianceonline
13. The Eligible Customer to maintain a positive balance in the Eligible Account until the account opening month end. Applicable to all Eligible Customers that their Campaign Reward to be fulfilled via courier, bank system and/or partner.
14. For Eligible Customers who hold accounts jointly with other parties, all such accounts shall be considered as one single account only based on the name of the primary account holder. In the event of joint account holders, the Campaign Reward shall be given to the primary account holder only. The Eligible Customer must be the primary holder of the product signed up and match the name of their Eligible Accounts primary name holder in order to enjoy the Campaign Reward.
15. The Eligible Customers’ Eligible Accounts must be valid and active (not closed or terminated) as determined by the Banks per the bank’s internal policies, to be eligible for participation during and after the Campaign Period to qualify for the Campaign Reward. If during the Campaign Period and Fulfilment Period, the Eligible Customers close the Eligible Accounts for any reason, his/her participation in the Campaign becomes null and void with immediate effect.

RM50 worth of Shopee Voucher Sign Up Reward Terms and Conditions

16. The Eligible Customers to liaise/contact Shopee directly for any related Shopee products information, claim and/or terms and conditions specific to the products and services, redemption, and/or usage of the related Shopee products
17. The fulfilment of the related Sign Up Reward is handled by Alliance Bank with its registered office at Level 6, Menara Multi-Purpose, Capital Square, 8, Jalan Munshi Abdullah, City Centre, 50100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
18. The contact details of the Eligible Customers (Name, Mobile Number, Email & Address) as per the Bank's records will be shared with Shopee or a substitute service provider if the necessity arises, for the purposes of delivering the Sign Up Reward.
19. Sign Up Reward is not transferable, non-negotiable and non-exchangeable for cash, credit or other kinds, whether in part or in full.
20. The Shopee voucher is valid for new & existing users.
21. The Shopee voucher is valid for one-time use only, regardless of the number of accounts owned by the user.
22. The Shopee voucher is applicable to Shopee Mall and Preferred Sellers only.
23. The Shopee voucher is not refundable, non-transferable, and is not redeemable for cash.
24. The Shopee voucher is not stackable with other promotions except Seller Voucher.
25. The Shopee voucher is not applicable on Baby Formula, Food & Supplements, Diapers & Potties, Jewellery, Tickets & Vouchers, Mobile Reloads & Sim Cards, Top-ups, S-Mart Milo, One or Not by Shopee Store products, MMA Foundation Store products and PETRONAS & Setel Fuel Cards, Gift Cards & E-Voucher.
26. The Shopee voucher (Promo code) must be entered at the checkout page of Shopee Mobile App only.
27. Shopee reserves the right to amend/cancel the promotion at any time. For enquiries or assistance, please contact Shopee Customer Service at +603 2777 9222.

Other Terms and Conditions

28. The Bank reserves the right to change the duration and/or the commencement and/or expiry dates of the Campaign Period with prior notice via the bank's official website.
29. The fulfilment of the Campaign Reward will be effected within ninety (90) days after the Campaign Period has ended
30. The Campaign Reward cannot be exchanged for cash or other credit alternatives.
31. The Bank shall not accept any responsibility for claims not credited within the fulfilment period due to incorrect or incomplete details provided by the Eligible Customers. It is the Eligible Customers' responsibility to ensure that correct details are provided for claims to be processed. The Bank will not be liable for any traffic congestion or internet inaccessibility.
32. Eligible Customers acknowledge and accept that failure to comply with the provision of the documentation and information in accordance with the Terms and Conditions of this Campaign will cause the Eligible Customers to lose the right to receive the Campaign Reward without liability incurred by the Bank.

33. By participating in this Campaign, the Eligible Customers shall have read, understood and accepted the Terms and Conditions.
34. If the Eligible Customers have participated in several campaigns or promotions at the same time, the Eligible Customers are only entitled to receive the Reward(s) under one of the participating campaigns or promotions. The Bank reserves the right to decide which campaigns or promotions is applicable to the relevant Eligible Customers (based on customer earliest leads drop time/ transaction time).
35. The Eligible Customers shall be responsible to pay any tax, incidental cost and/or charges relating to any of the Campaign Reward. The Bank shall not be held liable for any tax, incidental cost, charges and/or damage caused by any of the Campaign Reward and/or non-fulfilment by any of its agents/suppliers/distributors.
36. The Bank shall not be responsible or liable for any damages incurred or suffered by the Eligible Customers when unauthorised use of the Campaign Reward by any person(s) that was not approved by the Eligible Customers.
37. The Terms and Conditions shall be supplemental to and not be in derogation of any one or more of the existing terms, conditions and/or guidelines governing and/or regulating the operation and/or maintenance of the Eligible Accounts or otherwise.
38. The Eligible Customers further agree to co-operate and comply with requests from the Bank for the purpose of organising, promoting and conducting this Campaign.
39. The Bank reserves the right to disqualify any Eligible Customers or forfeit the Campaign Reward in circumstances where there is a fraudulent, unauthorised or reversal of transaction(s) or breach or potential breach of this Campaign Terms and Conditions as per the bank's internal policies. All records of the Bank on the transaction(s) made shall be conclusive and final.
40. All decisions made by the Bank in respect of this Campaign shall be final and conclusive and no appeals, correspondences or protests shall be considered.
41. The Bank reserves the right at any time to add, delete, vary and/or amend the Terms and Conditions, wholly or in part, as per the bank's internal policies, with prior notice to the Eligible Customers. For the updated version of the Terms and Conditions, please visit www.alliancebank.com.my from time to time. In the event of any inconsistency between the Terms hereunder and the updated version(s), the latter shall prevail but only to the extent of such inconsistency thereof.
42. For any cancellation, termination, suspension or extension of the Campaign Period shall not entitle the Eligible Customers to any claims or compensations against the Bank for any losses, damages, costs or expenses as may be sustained, suffered or incurred by the Eligible Customers as a direct or indirect result of the said cancellation, termination, suspension or extension due to the Eligible Customers own act.
43. The Bank shall not be responsible nor shall not accept any liabilities (including without limitation, loss of income, profits or goodwill, direct or indirect, incidental, consequential, exemplary, punitive, or special damages or proceedings brought by any party including third parties) arising or suffered by the Eligible Customers or other parties due to Eligible Customer's own act resulting directly or indirectly from this Campaign.
44. All the Terms and Conditions including the additions, deletions, variations and/or amendments as may be made in respect thereof from time to time shall be governed by and construed in accordance with the laws of Malaysia and unless as agreed otherwise by the Bank, the Eligible Customers hereby agree to submit to the exclusive jurisdiction of the competent courts of Malaysia.

45. Eligible Customer hereby give their unequivocal and irrevocable consent and authorise the Bank to process Eligible Customer's data for the purpose of the application, to use, publish and/ or display the names, any photographs taken, any videos recorded and/ or other information for advertising and/ or promotion limited to this campaign only, without any compensation to the Eligible Cardholders.
46. By participating in this Campaign, the Eligible Customer agree that they have read the Notice and Choice Principle Statement available at the Bank's website (<https://www.alliancebank.com.my/Alliance/media/Pdf/Personal%20Data%20Protection%20Act%202010/NCP-for-website-ENG.pdf>) and hereby give their consent and authorise the Bank to disclose their particulars to any third party service provider engaged by the Bank for the purpose of this Campaign.
47. The Bank has instituted and maintains policies and procedures designed to prevent bribery and corruption by the Bank and its directors, officers, or employees; and to the best of the Bank's knowledge, neither the Bank nor any director, officer, or employee of the Bank has engaged in any activity or conduct which would violate any anti-bribery or anti-corruption law or regulation applicable to the Bank. The Bank has not, and covenants that it will not, in connection with the conduct of its business activities, promise, authorize, ratify or Campaign Reward to make, or take any act in furtherance of any payment, contribution, gift, reimbursement or other transfer of anything of value, or any solicitation, directly or indirectly to any individual.
48. By virtue of participating in this campaign, Eligible Customer hereby acknowledges that it has been made aware of the Bank's anti-bribery and corruption summary of the policy available at <https://www.alliancebank.com.my/Anti-Bribery-and-Corruption-Summary-of-Policy.aspx> and further covenants/undertakes that it shall not indulge in such corrupt practices in whatsoever manner whether directly or indirectly with any directors, officers or employees of the Bank.
49. SavePlus is protected by PIDM up to RM250,000 for each depositor.
50. The Bank may from time to time provide the latest update or content to educate the Customer and create awareness that help prevent or mitigate fraud and scam risk. These may include but not limited to security tips, software/operating system/application/version update, and regulation requirements from any relevant governing bodies.
51. The Customer shall keep in safe custody of all banking instruments, for example cheque books/cheque leaves, security tokens, debit card, telephone banking PIN, internet and mobile banking login credentials, and transaction authorisation code (TAC). The Customer shall notify the Bank immediately when the Customer becomes aware that any of the above is lost or used without authority or proper authorisation. The Customer shall not be liable for losses resulting from unauthorised transaction(s) occurring after the Customer had notified the Bank in accordance with these Terms and Conditions that the Customer's banking instruments mentioned above have been lost, misused, stolen, compromised or breached.
52. Where any loss or damage suffered by the Customer is solely attributed to the wilful negligence of the Bank, the Bank's sole and entire liability (whether in respect of one or more claims) to the Customer in contract or tort shall not exceed the amount of the transaction which gave rise to the claim or claims or the direct damages sustained, whichever is lower. In no event shall the Bank be liable or any loss of business, loss of profits, earnings or goodwill, loss of data, indirect, consequential, special or incidental damages, liabilities, claims, losses, expenses, disbursements, awards, penalties, proceedings and costs regardless of whether the possibilities of such losses or damages were disclosed to, or could have reasonably been foreseen by the Bank.

53. Upon being notified by the Customer of such incident, the Bank shall conduct an investigation and the Customer is required to provide sufficient information and collaboration to facilitate the investigation. The Bank is hereby given the authority to perform the following measures upon detection (with/without prior consent from customer) in order to prevent or mitigate further financial loss while the Bank is performing its investigation:
- i. Suspend or freeze the affected account;
 - ii. Revoke or reset the Customer's internet or mobile banking access; and/or
 - iii. Revoke the validity of banking instruments;

and the Customer will be notified once the above has been operated.