

# **“Make It Mine” CASA Campaign Terms & Conditions**



**ALLIANCE BANK**

**“Make It Mine” Current/Savings Account (CASA) Campaign Terms and Conditions****Campaign**

1. The “Make It Mine” CASA Campaign (“the Campaign”) by Alliance Bank Malaysia Berhad (“ABMB”) will run from **13 April 2018 to 31 July 2018**; inclusive of both dates, unless as stated otherwise (“the Campaign Period”).
2. By participating in the Campaign, the Eligible Customers (as defined hereunder) shall be deemed to have thoroughly read and fully understood all the terms and conditions herein (“the Terms”) and fully agree to be bound by and unequivocally accept all of the Terms.
3. The 81 Participating Branches and location’s are in the **Table A** below:

**Table A: 81 Participating ABMB Branches**

Alliance Central Region					
BALAKONG	SEREMBAN	JALAN SULTAN ISMAIL	KOTA DAMANSARA	BDR BUKIT TINGGI, KLANG	TAMAN PUTRA
KAJANG	SERI KEMBANGAN	SETAPAK	RAWANG	KLANG	AMAN SURIA
KUALA TERENGGANU	AMPANG	TAMAN CONNAUGHT	SRI DAMANSARA	MELAKA	BDR PUTERI PUCHONG
KUANTAN	G TOWER	TAMAN MALURI	KUCHAI ENTP PARK	PANDAN INDAH	DAMANSARA UPTOWN
PUTRAJAYA	JALAN IPOH	KEPONG	CAPITAL SQUARE	SHAH ALAM	PUCHONG JAYA
MID VALLEY	TMN TUN DR ISMAIL	SS2	BANGSAR	SEGAMBUT	SELAYANG
MONT’ KIARA	SUBANG JAYA	CP TOWER	USJ		
Alliance Northern/Southern/ East Malaysia Region					
Northern		Southern		East Malaysia	
ALOR SETAR	BUTTERWORTH	BUKIT BAKRI	PERMAS JAYA	BANDAR KIM FUNG	KENINGAU
BEACH STREET	IPOH	JOHOR JAYA	BATU PAHAT	BEAUFORT	KOTA MARUDU
SEJATI INDAH	LUNAS	HOLIDAY PLAZA	KELAPA SAWIT	DONGGONGON	KUNDASANG
SG NIBONG KECIL	SITIAWAN	SEGAMAT	KLUANG	INANAM	LABUAN
BUKIT MERTAJAM		TAMAN MOLEK	NUSA BESTARI	JALAN GAYA	LAHAD DATU
		TAMAN PELANGI	TUN AMINAH	SANDAKAN	KUCHING
				SINSURAN	LAKSAMANA
				TAMBUNAN	MIRI
				TAWAU	SIBU
				TENOM	BINTULU

**Eligibility Criteria**

4. The Campaign is open to the following:
  - a. Individual customers who are new to ABMB (“the New Customers”);
  - b. Existing individual customers of ABMB (“the Existing Customers”); and
  - c. Permanent and/or contract employees of the ABMB Bank. (“the Bank Staff”);
5. Notwithstanding the foregoing, the following individuals **are not** eligible to participate in the Campaign:
  - a. customers whose account(s) with ABMB are dormant or deemed inactive or who have breached any agreements with ABMB;
  - b. customers whose account(s) with ABMB are, at ABMB’s absolute discretion, deemed to be unsatisfactorily conducted; and
  - c. any other persons as ABMB may decide to exclude at its absolute discretion without furnishing any reason(s) thereof.

(The New Customers and the Existing Customers who meet the conditions as set out for the Campaign will hereinafter be collectively referred to as “the Eligible Customers”)

## Campaign Mechanics

6. To be entitled for the respective gifts as stipulated in Table B and C below ("the Gifts"), the Eligible Customers must place and earmark New Funds (as defined hereunder) into any of their Current Account(s) or Savings Account(s) with ABMB, except for Alliance Elite Account, Alliance High Yield Account, AllianceSave Pendidikan, AllianceSave Pendidikan(School Adoption Program), Alliance Buddy Account, Junior Smart Savers-i, Savelink Account, Share Margin Account, Foreign Currency Account, Alliance SavePlus Account and Alliance SavePlus Account-i ("the Eligible Accounts").
7. Eligible Customers will be required to Earmark the minimum amounts in the Eligible Accounts as stated in **Table B - Alliance Central Region ("Table B")** and **Table C - Alliance Northern, Southern and East Malaysia Region ("Table C")** for the corresponding gift. The placements made cannot be split, whether by way of placement date(s) and/or account(s).

**"New Funds"** are defined as funds that are not transferred from any existing account(s) with ABMB or its subsidiaries. It must not be funds transferred from any existing Savings/Current/Fixed Deposit/Foreign Currency Account(s) of the Bank or in the form of cheques, cashier's orders or demand drafts issued by the Bank. All amounts that are not New Funds would not be eligible for the Campaign.

**Table B:**

Alliance Central Region					
Tier	Earmark Amount (RM) of New Fund	Gift Item	Brand	Earmark Period	Penalty Charges of Early Uplift/ Withdrawal
A	50,000	Car Dash Cam	Polaroid	4 months	RM 310
B	35,000	Cabin Size Luggage	Barry Smith	4 months	RM 267
C	15,000	Tumbler	Thermos	4 months	RM 111

**Table C:**

Alliance Northern, Southern and East Malaysia Region					
Tier	Earmark Amount (RM) of New Fund	Gift Item	Brand	Earmark Period	Penalty Charges of Early Uplift /Withdrawal
A	50,000	Car Dash Cam	Polaroid	4 months	RM 310
B	30,000	Limited Gift Set	Tupperware	4 months	RM 116
C	10,000	Umbrella	-Nil-	4 months	RM 65

8. The Amount placed in the Eligible Accounts shall be earmarked by ABMB for a period of time as stipulated in Table B and Table C from the date of placement ("the Earmark Period"). The Eligible Customers shall, by virtue of their participation in the Campaign, be deemed to have given their full consent to ABMB for the said earmarking and ABMB shall be fully authorised to earmark the said New Funds without any further reference to the Eligible Customers and without any liability whatsoever to the Eligible Customers or other party whosoever for any consequences that may arise or result there from.
9. The Eligible Customers will nevertheless be allowed to withdraw the deposited New Funds from the Eligible Accounts (whether in whole or in part) before the expiry of the Earmark Period if they wish to do so provided that a written request in respect thereof must first be received by ABMB and provided further that ABMB shall be entitled to first deduct a sum which is equivalent to the penalty charges of the Gifts ( "Penalty Charges of Early Uplift/Withdrawal" in Table B & Table C) before the requested withdrawal is effected in the event the Gifts have already been redeemed. The "Penalty Charges of Early Uplift/Withdrawal" are inclusive of delivery cost and Insurance to ABMB branches.

10. Eligible Customers are not allowed to change/request to earmark their Gifts at branches of other regions.
11. For the 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.
12. The Gifts shown in the advertisements and other marketing materials are for illustration purposes only and the actual design may differ.
13. Collection of Gifts must be made by the Eligible Customers by way of filling up and signing the completed form assigned for the Campaign in the branch where the Eligible Customer has performed their transaction, which must be duly submitted to ABMB **on or before 31 July 2018** otherwise the Bank reserves the absolute right to forfeit the Gifts. Any costs incurred on the changes of the Branches for the collection of the Gifts will be funded by the Eligible Customer.
14. Eligible Customers are not allowed to change/upgrade/break their earmarked Amount once they have signed and submitted the form. The Gifts will be finalised upon Eligible Customers submitting the form.
15. The Gifts are subject to availability and while stocks last and ABMB reserves the right to change the Gifts or substitute the Gifts at any time and at its absolute discretion, with other items of similar value with prior notice.
16. The Gifts are not transferable or exchangeable for cash, credit or in kind.
17. In the event of joint account holders, the Gifts shall be given to the primary account holders only.
18. The Eligible Customers shall collect the Gifts at the respective ABMB's branch where the earmarking as mentioned above was made. The Gifts will be ready for collection within six (6) weeks to eight (8) weeks after the end of the Campaign Period. However, for Islamic CASA, the Gifts are based on the Bank's discretion. The Eligible Customers will be contacted by the respective branch once the Gifts have been delivered to the respective ABMB Branches.
19. The Eligible Customers are advised to examine the Gifts upon receipt. If any one or more of the Gifts are found to be faulty or damaged, the Eligible Customers should liaise with the relevant merchant or manufacturer directly. ABMB does not provide any warranty or guarantee of any kind for the Gifts nor shall ABMB be responsible for the quality, merchantability or fitness whatsoever of the Gifts. ABMB does not represent and is not an agent of the merchant(s), agent(s) and/or service provider(s) whosoever participating in the Campaign. ABMB shall not be liable to the Eligible Customers or other persons whosoever for any losses costs or damages whatsoever of any kind as may be sustained, suffered or incurred by the Eligible Customers or any other person(s) whosoever, resulting from the use of the Gifts or otherwise.
20. ABMB expressly excludes and disclaims any representations, warranties or endorsements whatsoever, whether express or implied, written or oral, without limitation to those published in any mass media, marketing or advertising materials, in respect of the Campaign including the Gifts and whatsoever in connection thereof.

#### **General**

21. The Terms shall be supplemental to and not be in derogation of any one or more of the existing terms, conditions and/or guidelines whatsoever governing and/or regulating the operation and/or maintenance whatsoever of the Eligible Accounts or otherwise.
22. The Eligible Customers further agree to co-operate and comply with all reasonable requests from the Bank for the purpose of organising, promoting and conducting the Campaign.
23. All decisions made by ABMB in respect of the Campaign shall be final and conclusive and no appeals, correspondences or protests whatsoever shall be entertained.

24. ABMB reserves the right at any time to add, delete, vary and/or amend the Terms, wholly or in part, at its absolute discretion with prior notice and the Eligible Customers shall by virtue of their participation in the Campaign be deemed to have fully agreed and unequivocally accepted the said additions, deletions, variations and/or amendments. For the updated version of the Terms, please visit [www.alliancebank.com.my](http://www.alliancebank.com.my) from time to time. In the event of any inconsistency or repugnancy between the Terms hereunder and the updated version(s), the latter shall prevail but only to the extent of such inconsistency or repugnancy thereof.
25. If any matters arising from the Campaign are not covered under the Terms hereunder or otherwise, they shall be determined by ABMB at its absolute discretion.
26. For the avoidance of doubt, any cancellation, termination, suspension or extension of the Campaign Period shall not entitle the Eligible Customers to any claims or compensations whatsoever against the Bank for any losses, damages, costs or expenses whatsoever 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.
27. ABMB shall not be responsible nor shall accept any liabilities whatsoever (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) howsoever arising or suffered by the Eligible Customers or other parties whosoever, resulting directly or indirectly from the Campaign.
28. All the Terms 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 ABMB, the parties hereby agree to submit to the exclusive jurisdiction of the competent courts of Malaysia.